

SEPTEMBER  
1946

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# HELP WANTED...

## TO CONSERVE WRAPPING PAPER!

### EATONIANS:

You are asked to lend a hand in the critical shortage of wrapping paper and paper bags that now faces the country.

Here at Eaton's, as elsewhere, our quota has been materially reduced. As the busy fall and winter months approach, the shortage becomes increasingly serious. This means that the use of wrapping paper and paper bags must be curtailed to the minimum adequate for safe delivery—and NO MORE!



### Here's How You Can Do It!

In the above picture there are two methods shown of wrapping the box in the illustration. Wrapping the box from the corner of the paper, a much larger sheet is necessary than if wrapped square. The same amount of paper needed to wrap 1,000 boxes corner-wise will wrap 1,710 parcels if the square-wrap method is used.

Of course, this saving does not apply in all cases of corner-wrap versus square, as it depends entirely on the shape of the article. It is rather to bring to your attention that types of wrapping should be carefully considered so as to effect every saving of paper possible.

In the illustration at right we show a table cloth with serviettes being placed flat in a 12-inch by 16-inch bag, while the same cloth, if folded, fits neatly into an 8-inch by 12-inch bag, which would make a saving of 45 per cent.

Incidentally, it is interesting to note the square-wrap method and smaller bag make for smarter-looking parcels that are also more easily carried by the customer.

Yes, Eatonians, your careful co-operation is urged in this effort to **conserve paper!** And, from past records, we know that you will give it as earnestly as you always do! Thank you.

### Why The Shortage?

One reason that concerns us all is the desperate lack of fertilizers by the war-stricken countries of Europe. Thousands of tons of Kraft paper are needed for bags in which to ship them fertilizers that will make their lands productive again and their starving, unhappy peoples self-supporting.

Another reason is the continually increasing demand for builders' supplies; also paper bags for cement, for flour and cereals that formerly used cotton bags—no longer available.

There is also an acute shortage of tissue paper, tags, boxes, cartons and paper towels—so we are all urged to eliminate waste.

Boxes and cartons can be saved by being opened carefully, so that they may be in safe condition to be used again. The most important thing to remember is **do not overwrap parcels — and choose the bag to fit the article!**



# CONTACTS

SEPTEMBER, 1946

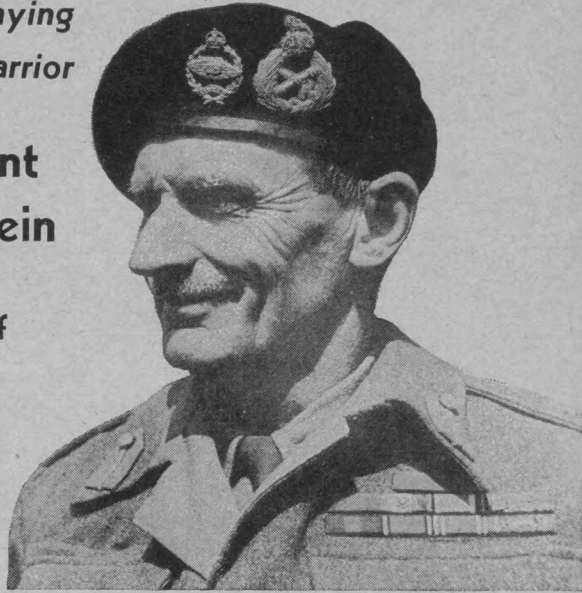
*We join with Winnipeg in paying  
tribute to the Empire's great warrior*

## Field-Marshal Viscount Montgomery of Alamein

G.C.B., D.S.O.

Chief of the Imperial General Staff

Now on his official tour of Canada, Field Marshal Montgomery plans to be in Winnipeg on Monday, September 2nd. Here he will meet more of those gallant Canadians he fought with and declared: "Magnificent, truly magnificent!"



### WHAT OF ALAMEIN?

I travel where the littered sage begins  
To tell of swift retreats and battles lost,  
Of shrapnel-shattered hopes and all the host  
That fleeting cast aside half-emptied tins  
To rot and be the home of things that crawl,  
To rust with dew beneath the early sun,  
To lie forever by the ghostly gun  
Behind the ruins of a riddled wall.

I lived and fought with them, those lads who  
    bed secure from sudden steel;  
I heard their cries;  
I shared their thoughts of long-forsaken lands.  
My heart is where that desert rock is red;  
There like an unexploded mine it lies  
Entombed with death beneath uncertain sands.

—O. M. Barres (Poems of Italy)

### SALUTE TO THE SHRINERS!

Hail and farewell, gay, big-hearted Nobles of the Mystic Shrine! As this little journal is being put to bed you are invading our city of Winnipeg, over 3,000 Nobles strong! The blare of your bands, your colourful regalia and merrymaking have jolted us, momentarily at least, out of the daily round of serious business—and we love it! But, most of all, you have captured our hearts by your good works among little children!

The weather gods have smiled for you, and we are glad that you have had two grand summer days amongst us. As we watched you march and counter march, we said to ourselves: "A fine body of men—these indeed are solid citizens, the cream of their communities!"

We hope you enjoyed your visit. Here at Eaton's, as elsewhere, we did our best to welcome you heartily. Our Portage Avenue entrances were decked with flags and welcoming banners. Within the big store, departments looked their best and were on the alert to greet you; while a special reception room also was arranged for your convenience, with Shriner Eatonians and guides to assist you.

May your Winnipeg "invasion" be a happy memory!





#### WINNIPEG

Pte. Barclay H. Wilson, receiving.  
L/Photographer Jack Sparks, men's clothing.  
Cpl. John Stanley Golden, budget plan.  
L/Cpl. Edward Henry Bergen, mail order money returns.  
Capt. Elsie M. Deeks, lingerie.  
Sgt. Harry Orton Chatterson, printing.  
A/b William Oliver, women's shoes.  
L/Wren Mary Wright, employment office.  
Sgt. Anne S. McCaffrey, basement store.  
C.S.M. David Mackie, mail order advertising.  
L/Ac Alex Makarchuk, service groceries.  
Sgt. Hugh James McMullin, elevators.  
Pte. William Alexander Dale, drivers.

L/Sgt. Doris Mary Bradley, beauty shops.  
St/Sgt. Reeves Alexander Webster, service groceries.

#### REGINA

B.Q.M.S. John Edward South, hardware, etc.

#### MOOSE JAW

Sgt. Albert John Park, men's furnishings.

#### VANCOUVER

Lynne Laurence Barnett, mail order warehouse.

#### SASKATOON

L/Ac Stanley H. Macdonald, general office.

#### BRANDON

Bandsman William Roberts, first assistant, general office.

### RECENT APPOINTMENTS

#### Winnipeg

Department W116—Mail order copying: MR. G. JOHNSTON, head of department.  
Department W233—Wash goods, prints and linings, silks, woollens: MR. R. OLIVER, first assistant (rayons and cottons). MR. P. E. ODELL, first assistant (woollens).  
Dept. W1076—Picture workroom: MR. N. FORBES, supervisor; MR. T. DODDS, head of department; MR. G. A. JACQUES, first assistant.  
Department 159—Mail order prices and enquiry. Department 167—Mailing list. Department 173—Mail order salesroom: MR. G. HOUSTON, first assistant.  
Department 172—General audit: MR. T. EWART, first assistant.

#### Calgary

Department C253—Hardware, woodenware, tinware, lumber and building materials. Department C263—Tires and Tubes: MR. J. V. SPUR, first assistant.

#### Port Arthur

Department P1A253—Toys, wheel goods, china, hardware, stoves, sporting goods, tires and tubes, paints, electrical appliances. Department P1A260—Washers, ironers, vacuums, radios, electrical refrigerators: MR. A. G. HOLT, head of department.

#### Regina

Department R267—Draperies, pictures, paints, wallpaper, electrical appliances: MR. J. CLARKE, head of department; MR. H. SELBY, first assistant.  
Department R270—Furniture, beds, springs, mattresses, carpets, linoleums: MR. A. G. MCKENZIE, first assistant.

#### Lethbridge

Department L300—Lunch counter. Department L379: Foodateria, groceries, fruits and vegetables, meats, fish: MR. J. GARRETT, head of department.

#### Order Offices

Kamloops—MR. N. M. CARTER, manager.  
Prince Rupert—MRS. M. McCUAIG, manager.

**LOYALTY**—"A good many young fellows come to me looking for jobs, and start in by telling me what a mean house they've been working for; what a cuss to get along with the senior partner was and how little show a bright, progressive clerk had with him. I never get very far with a critter of that class, because I know that he wouldn't like me or the house if he came to work for us. . . . It's all right to say nothing about the dead but good, but it's better to apply the rule to the living, and especially to the house which is paying your salary."

**PROMOTION**—"When the old man is casting around for the fellow to fill the vacancy just ahead of you . . . he's pretty apt to pick someone who keeps separate ledger accounts for work and for fun; who gives sixteen ounces to the pound, and, on general principles, to pass by the one who is late at the end where he ought to be early, and early at the end where he ought to be late."

**YOUR OWN BOSS?**—There isn't any such thing as being your own boss in this world unless you're a tramp, and then there's the constable."

—(From "Letters of a Self-Made Merchant to His Son," by G. H. Lorimer)



# Autumn "Dress Ups"

## The "Looks" in Fall Fashions

With autumn just around the corner, the eyes of all fashion-wise women turn to the "looks" in fall fashions. Trends for autumn styles predicted by leading designers point to the distinctive "**Elongated Silhouette**," recently displayed in stunning Parisian models. This lengthening effect is achieved by new interest in sleeves and neckline, with intricate soft drapery in bodice and skirt . . . little nipped-in waists give that fragile touch, and back drama is accentuated with concentrated fullness.

Here are a few fashion notes clipped from "milady's fall forecast":

**Millinery interest** will feature the smaller, head-fitting chapeau, with an off-the-face lilt, adding a touch of colour and sparkle to the outfit. Feathers are everywhere, with soft colours in smoky tones of brown, gold, soft blues and, of course, always the smartest—black. Berets, dashing-brimmed cavalier hats, casual beautiful plain shapes—all will be seen amidst the vivid autumn leaves.

**Fall coats** will be "greatcoats" in every sense of the word, with huge patch pockets, very simple collars, and straight or raglan sleeves. The fitted coat will have dramatic lines and may be either reefers or soft dressmaker coats. The fur-trimmed shorties coat will still be on the popular list, with flared skirts in high fashion.

Details marking the new coats feature small and boyish collars standing up around the throat, or the very new shawl collars. Sleeves are in general straight, with or without cuffs, and set into armholes only slightly deeper than normal. The very deep armhole is seldom seen, and frequently the sleeve appears to be perfectly normal, though there is always room enough for comfortable wear over a suit.

**Suits have longer jackets.** Most of the jackets are fitted, and snugly so, through the middle of the body. This is far more extensive than merely a belted-in look. It is actually a moulding of the torso and requires careful corseting beneath it. While the tendency is to longer jackets, there are still numerous ones that are brief. These may be fitted in basque effect, or they may have perky peplums. Occasionally such a peplum is cut away in front and juts out in the back—or it may be smooth or ruffled all around. Skirts are usually easily straight—that is, they give the effect of being straight, but they are not tubular. Some of them, especially on the young basque suits, have front fullness as much as possible. Others on classic tweeds have front or back pleats. Skirts are about one and one-half inches longer.

### Dresses Are Classically Simple or Very Feminine

The classic one-piece dress with either a collarless neckline or with a small collar, often buttons up the back or the front, has a slender skirt and rather normal sleeves with turn-back cuffs. It is particularly important in worsted, in grey or neutrals. Or it may be two-piece, so that it is hard to tell from a suit. Again, the small collar will distinguish it; large pockets and a striking belt are its trimmings.

### The Soft Dress Has a New Look

There is often a deep U neckline—not as wide as the one in summer, but very deep. The emphasis on the bosom is another French influence. Sleeves are gathered into the armholes and puffed up above the elbow, or designed to push up from below the elbow to above it. These sleeves look refreshingly new. Often there is back interest as well as front interest in the bodice, with shirrings and drapery just alike both fore and aft—or with diagonal closings both front and back.

### Jewellery Interest

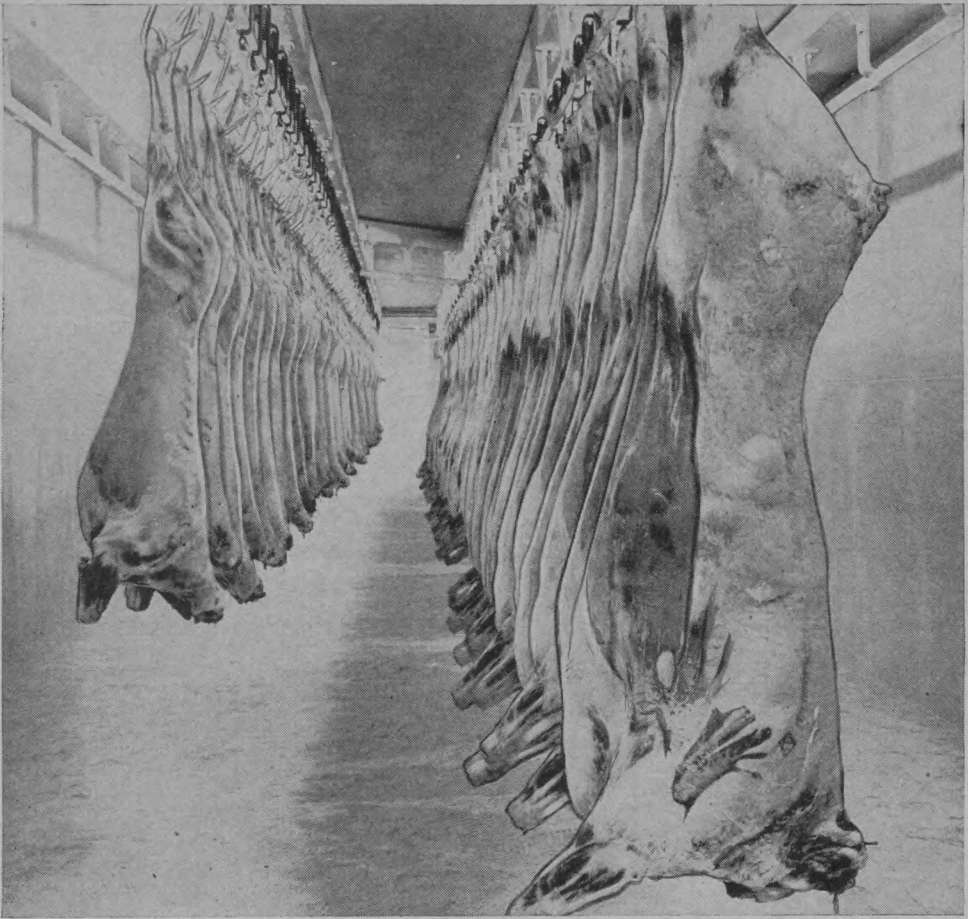
With the high neckline so much in demand, there is large demand for jewellery. Each and every piece presents intriguing accessories. Necklets this season rise higher on the throat, instead of lying at the base of the neck. Instead of the plain or snake necklets, they are sometimes set with rhinestones or coloured stones in fairly intricate patterns. Bracelets will continue in importance and quantities of gold bracelets that jangle madly are coming in strongly. Also wide gold cuffs worn together. Pins are smartest when classic in design rather than floral.

**Shoes for milady** will tend to have a closed look, in keeping with the elongated movement. Accents will be fewer and simpler.

In the **glove** world there will be a wide variety of choice in colour and fabric; **bags** also will retain their medium large size.

This is the fashion forecast for the coming season. May you be as vivid as the turning leaves or as misty as September haze, while you walk clad from top to toe in fashion!





## **"SOMETHING NEW HAS BEEN ADDED"**

Newly added to that great network of services "behind the scenes" is this highly modern maturing room for Eaton meats, conveniently located in the receiving "yard." What a spacious, inviting spot it is these days, with its clean refrigerated air, its snowy walls along which hang rows of quality beef and lamb! Here Eaton meats will hang until just the right degree of maturity is reached for those tender, juicy steaks, chops and mouth-watering roasts!

### **SOME PURCHASES UNWRAPPED**

## **CITY MERCHANTS HIT BY PAPER SHORTAGE**

(From the Winnipeg "Tribune")

The Prices Board directive of July 1st limiting the quantities of available wrapping paper to businesses from wholesale houses to 65 per cent of the 1943 quotient has resulted in an acute shortage here of all types of wrapping paper in city stores, wholesalers and merchants reported today.

Already, in many city retail establishments, customer purchases are no longer being wrapped, and the situation shows every indication of growing worse before it improves.

Wholesalers say that the 65 per cent quota is not high enough to meet present paper requirements.

One reason for the present shortage, wholesalers declare, is that many retail stores had already used most of their quarterly apportioned paper quota and were "caught short" when restrictions clamped down last month.

And again, in the continually increasing demand for builders' supplies, bags for cement

and rolls of building paper are in high demand. UNRRA is also getting a bit of the wrapping paper Winnipeggers are doing without, used to wrap numberless parcels destined for famine-hounded Europe and Asia.

Yet another reason for the scarcity is that many new businesses have been started by veterans in recent months, which also contribute to the stiff demand on paper available.

In 1943 paper mills were working to capacity, and in the face of the present paper commitments, the Prices Board has taken the stand that levelling off of paper demand will take place before paper mill production capacity could be upped by installation of new highly technical machinery, which would probably take as long as two years.

New businesses, however, are not being left out in the cold. Their quotas are met from a special reserve held back for just such occasions.

(Please turn to inside front cover)



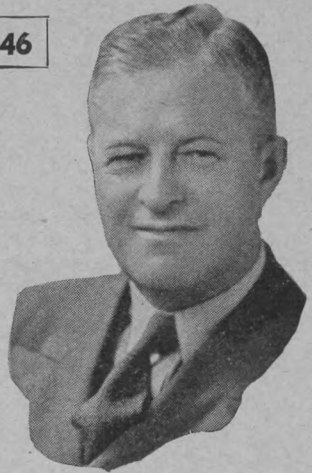
## 1906-FORTY YEARS WITH EATON'S-1946

### Anniversary Greetings to MR. WESLEY B. PICKARD

Mechanical Superintendent

Who on August 27th Completed Forty Years of  
Outstanding Service With the Company

As we go to press, plans are under way to fittingly observe Mr. Pickard's signal service. This will be fully reported in October issue. Meanwhile on your behalf we say: "Congratulations and many happy returns!"



\* \* \* \*

### BILL ASHTON GETS ANNIVERSARY SEND OFF

Following on the heels of his memorable meeting with the Governor-General came another important milestone in the life of Bill Ashton, 132 department, when on August 2nd Bill celebrated his 35th anniversary of service with The T. Eaton Co. Limited.

Ere he left to spend his long holiday at the west coast, Mr. Ashton's associates presented him with a sports jacket and sports shoes. "It was a particularly thoughtful gesture," said Bill, appreciatively, "because it's just what I needed for golfing at the coast." Thanking his fellow workers, Bill spoke of the fine progress of 132 department over the years and the esprit de corps existing among the staff. He also recounted briefly his recent interview with Viscount Alexander.

Dublin born, Bill Ashton came to Canada in 1909 after eight years in the Imperial Army—as a "regular" and a Guardsman. His entire service has been with 132 department and Bill is a familiar figure around the mail order receiving room, as well as watchman at the mail order door.

A bachelor, Bill's chief interests are swimming, long walks, golf and especially—a good book.

A happy holiday, old soldier!



Top—  
As Sgt. Bill in  
World War I.

Lower—  
Bill on his 35th  
anniversary.

\* \* \* \*

### THIRTY YEARS WITH EATON'S

Congratulations to these Eatonians who in August completed three decades of Eaton service. That extra week added to their vacation won't be hard to take!

**Miss Vera Wilson**, Edmonton, Alta. (236)—  
August 11th, 1916.

**Mr. Wm. McMillan**, W480—August 17th, 1916.

**Mr. Myron H. Olmstead**, Calgary (head of department, display)—August 18th, 1916.

**Miss Emma French**, W241—August 24th, 1916.

**Mr. George Paull**, 101—August 24th, 1916.

**Miss Edna M. Greene**, W3—August 25th, 1916.

**Mr. W. H. Dennis**, manager, Medicine Hat, Alta.—August 29th, 1916.

**Mr. John W. Baker**, W345—August 31st, 1916.

**Mr. Wm. H. Gibbs**, Edmonton, Alta. (C.P. & E.)—  
August 31st, 1916.

**LOYALTY**—"When you've been in business as long as I have, you will be inclined to put a pretty high value on loyalty. It's the one commodity that hasn't any market value and it's the one that you can't pay too much for. You can trust any number of men with your money, but mighty few with your reputation. Half the men who are with the house on pay day are against it the other six."

—("Letters from a Self-Made Merchant to His Son")

## Thirty-Fifth Anniversary Greetings to Mr. John C. Hartley Provincial Auditor For the Company's Alberta Stores

Word comes from Edmonton, as we go to press, that Mr. John C. Hartley, auditor for the Company's stores in Alberta, was tendered a reception at the MacDonald Hotel on Monday evening, August 19th. This was in honour of Mr. Hartley's 35th anniversary with the Company. On behalf of Edmonton department heads, Mr. J. H. Wildman presented Mr. Hartley with a golf bag. "And then," says our correspondent, "on behalf of former Winnipeg and Saskatoon business associates, Mr. Hartley received a beautiful gun—thus putting the gentleman in the position of getting 'birdies' with either gift."

Former Winnipeg associates of Mr. Hartley join in wishing him "many happy returns."

\* \* \* \*

## Mr. Thomas Smith Has Thirty-Fifth Anniversary

On the lovely summer's morning of August 23rd, Mr. Tom Smith, receiving room office, celebrated his 35th anniversary with the Company. To mark this important milestone in his service, Tom's associates presented him with a record player. This is something Tom has always coveted, since his special hobby is good music—"not too highbrow." And so now at the end of the day, after a spot of gardening, Tom will be found listening to his favourite artists.

Bristol born, Mr. Smith came to Canada in 1910 and to Eaton's, August 23rd, 1911. After twelve years with the drivers he joined the receiving room office, where he is in charge of records.

Married, with two grown sons and a daughter. Both of his boys served in World War II.

Congratulations, Tom, from your many friends around these parts!

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## Three Members of the Mail Order Packing Department Completed a Total of 105 Years With the Company in August

**35th Anniversary Greetings To:** Mr. Arthur Payne, mail order packing, August 1st, 1911; Mr. Joseph de Montigny, mail order packing, August 24th, 1911; Mr. Clifford Cook, mail order packing, August 28th, 1911.

Both Mr. Payne and Mr. de Montigny are away enjoying vacation as Contacts goes to press, so we plan to report further details of their service in October issue. That issue will also report further on the 35th anniversary of their team-mate, Mr. Cook, whose big day is August 28th.

Also up for 35th anniversary honours, on August 30th, is Mr. William Davidson, first assistant, jewellery workroom.

Meanwhile, on behalf of all their friends throughout the Company: "Well done, old-timers, and many happy returns!"

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## Mr. William McMillan Celebrates Thirty Years With the Company

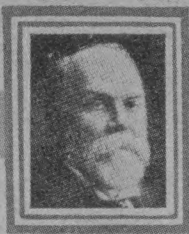
"Lang may your lum reek!" Thus "saith" a telegram sent to Mr. McMillan (in charge of fruit packing) by Mr. A. Alexander (head of department, fruits) on the occasion of his 30th anniversary with the Company. No need to pull out a dictionary—the saying translated means long may your chimney smoke (Scottish, that is) or in plain English, a long and happy life!

To add their congratulations, the staff of 480 held a breakfast in the grill room on August 17th, and presented Mr. McMillan with a Parker 51 pen and pencil set, also a fitted leather travelling case. Mr. S. Emerson (assistant, fruits) did the honours, assisted by Mr. A. Saunders.

Quite overcome by all the "goins on," Mr. McMillan made a fitting and gracious reply on behalf of his wife and himself. Mrs. McMillan, who was present at the breakfast, received a corsage of Johanna Hill roses and sweet peas.







Timothy Eaton

Quarter Century

Club

Inaugurated 1919



## Welcome to the EATON Quarter-Century Club

### MISS FRANCES LOEHMER

Searching for Miss Loehmer in the big, bustling general office, we found a charming young woman almost hidden behind a lovely bouquet of roses. The fact that it was August 8th, her quarter-century day, didn't seem to faze this level-headed young lady one iota. The "show" must go on. As we asked: "Miss Loehmer?" she looked up from her cost and selling ledger with a quiet smile and answered, "Yes."

However, she proudly showed us her beautiful silver tray in Sheffield reproduction—a gift from the Company; also a lovely travel case and individual gifts from her associates. "A picture for Contacts?" Miss Loehmer thought not, but was finally persuaded, and this charming picture resulted.

An American from Worthington, Minn., Miss Loehmer has lived in Winnipeg with her mother since she was a little girl. Many happy returns!



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### MR. GEORGE SARGENT

1921 — August 22nd — 1946

Ere he left on the S.S. "Keenora" to spend his quarter-century holiday at Grand Rapids, in Manitoba's hinterland, Mr. George Sargent's associates in the heavy hardware presented him with a handsome travelling bag and their hearty congratulations.

An Englishman born, George started as a message boy with the heavy hardware. For some years he was a salesman when the "heavies" were in the Hargrave Annex, and is now engaged in repair work for his department. George takes a keen interest in roller skating and is well known in roller circles. Many happy returns!

\* \* \* \*

### MISS EVA LUNNEY

Department 113 presents Miss Eva Lunney, auditor and statement writer, as another new member of the Quarter-Century Club.

Miss Lunney first saw the light of day in the West Indies, where her father was an inspector with the Royal Irish Constabulary. Taken to Canada when she was quite young, Miss Lunney has spent most of her life in Winnipeg. She is very interested in church work and is an active member of St. Matthew's Church.

To celebrate this momentous occasion, the department presented Miss Lunney with a Pakaway travelling case, camera, and other individual gifts.

Planning a trip to the West Indies in the near future, Miss Lunney has all our best wishes for a happy and healthful holiday!





## Victor Weston Feted! Veteran Portrait Photographer Celebrates 25 Years With Eaton's

Tossing the black cloth aside after 25 years of squinting through the lens of the big studio camera, Mr. Victor Weston is taking a "breather" to celebrate his quarter century with the Company. And so, on August 1st, the photographic department tendered Mr. and Mrs. Weston a dinner, followed by a presentation in anticipation of his big quarter-century day on August 3rd.

Festivities were held at Moore's, where thirty-six staff members sat down to a lovely dinner and listened with interest to the congratulatory speeches of Messrs. J. Gandy and E. P. Rayment. The evening was enlivened by the reminiscences, anecdotes and stories of Mr. W. Gould, head of department, who "gave out" even more generously than ever of his talent.

To mark the occasion, Vic was presented with a handsome travelling case from the photographic staff.

And so we leave friend Weston and his good wife spending a well-earned two-months' holiday at Vancouver and points west.



In top picture, Mr. and Mrs. Weston are seated in centre of head table at either side of Mr. W. Gould, Vic's chief, and chairman of the evening.

Bottom picture shows Mr. Weston receiving a presentation from Mr. Gandy, on behalf of the staff. Phew! It was a hot evening, so the boys took their coats off. Mrs. Weston is seen at lower left.

\* \* \* \*

## Foodateria Crowd Do "Pat" Proud! Arthur P. Carr Joins Quarter-Century Club

Looking back to August 15th, 1921, it seems no time at all since a chubby-faced little chap in short pants, named Arthur Patrick Carr, started as a message boy for the jewellery repair. And last month, when the foodateria gang honoured him with a breakfast party on the completion of 25 years with Eaton's, many of us said: "Tsk! Tsk! How time flies!" He certainly must be one of the youngest members of the Quarter-Century Club!

It was a great day for "Pat." (Evidently he dropped the "Arthur" long since, for to all and sundry he's "Pat Carr," which masculine moniker suits that jovial nature and ever-present smile.)

At a breakfast party held in the grill room on August 15th, Pat was tendered a big, opulent-looking smoking stand and an equally elegant sterling silver cigarette case by his associates. Presentation honours were done by Mr. W. Wakefield, group supervisor, whose remarks, as always on these occasions, were infused with appreciation, a touch of humour and friendly warmth that leaves a fragrant memory of the occasion. And what occasion is more memorable than a fellow's quarter century?

Pat's desk in the foodateria office also got its quarter-century quota of lovely garden flowers (not to mention a few vegetables of uncertain age). Nestling among the flowers were individual gifts and messages from admiring friends. One of the gifts was a strange-looking instrument known as a "back scratcher." What's the inference, Pat?

Winnipeg born, Pat Carr has spent 23 years of his Eaton service with the foodateria branch. He was in charge at Transcona, and also in charge of the foodateria at Moose Jaw before becoming assistant to Mr. Foubister at Winnipeg.

While Pat has a fondness for shooting and fishing, it's as an entertainer he shines! "Funny as a bag of monkeys" when he wants to turn it on, is the verdict.

Mr. Arthur P. Carr  
after presentation



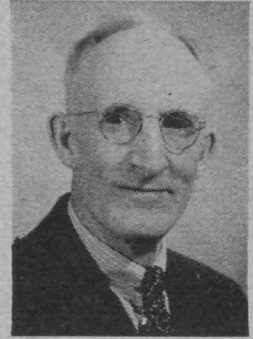


## Quarter-Century Greetings To Mr. William Eaton, Saskatoon

Mr. William F. Eaton, of Saskatoon store's caretaking department, first started in the mail order building in Saskatoon 'way back in '17. However, it wasn't until 1921 that he began the 25-year term that had its anniversary on August 15th, 1946. Mr. Eaton was in the hardware and harness section as assistant and for many years on the sales force.

Mr. and Mrs. Eaton are long-time residents of Saskatoon. Their son, Arthur, a former member of the foodateria staff, now with the hardware, recently returned from service with the R.C.A.F.

On the occasion of completing 25-years' service, Mr. Eaton said he has enjoyed the good fellowship of the organization in his long association with the Company.



\* \* \* \*

## Another "Knee-Panter" Comes of Age Reg. Prynne Joins Quarter-Century Club

On August 23rd, 1921, a bright-eyed nipper in knee pants, named Reginald Prynne, joined the Winnipeg store. Fresh out from England, where he was born within the sound of London's famous "Bow Bells," Eaton's was to be his first and only job.

Last month Reg joined the Eaton Quarter-Century Club, to become one of the very youngest members of this coveted organization. To mark the occasion, his associates in the mail order draperies decked Reg's desk with flowers and streamers. Nestling among the flowers also was a sweet bit of anniversary "loot," comprising a mantel radio from the staff and a number of individual gifts.

A keen sportsman, the popular Mr. Prynne is manager of the mail order "Combines" in the Eaton Softball League. Reg also curls with the Eaton gang and likes a spot of fishing, when Mrs. Prynne (the former Gladys Cherrett, 159) lets him away from his gardening. They have one son, 13 years of age.

Congratulations, Reg, from a wide circle of friends in store and mail order!



Mr. Prynne, right, is congratulated by his chief, Mr. A. C. McFetridge

The salesman whose pants wear out before his shoes, is making too many contacts at the wrong place.

\* \* \*

The man who watches the clock generally remains one of the hands.

—Eaton's Hamilton "Bi-Weekly."

\* \* \*

Going over the accounts one evening the young husband said reproachfully, "Look, dear, the bank just returned your check."

The bride beamed. "Isn't that wonderful, darling! What'll we buy this time?"

\* \* \*

Young Parent: "Why do children of today ignore the teaching of their parents?"

Grandmother: "Because you don't pat them on the back often enough, hard enough or low down enough."

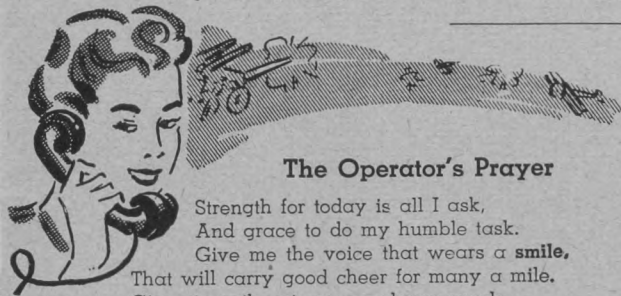
—Younkens, Des Moines, Iowa.

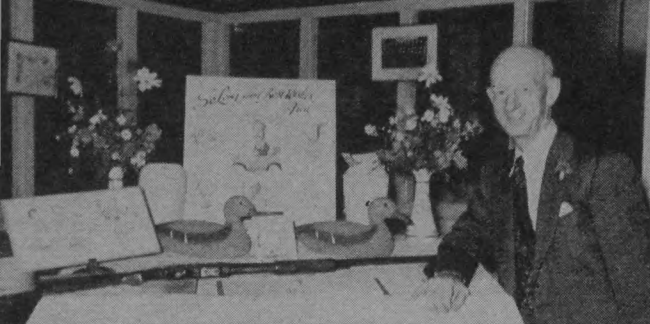
## The Operator's Prayer

Strength for today is all I ask,  
And grace to do my humble task.  
Give me the voice that wears a smile,

That will carry good cheer for many a mile.  
Give strength unto my eardrums weak,  
For deep bass tones and trebles squeak.  
Help me, too, dear Lord, to hear  
Those faint, weak whispers in my ear.  
Instil in me that instinct keen,  
Power to read the mind unseen.  
While I am still on bended knee,  
There's one thing more I'd ask of Thee:  
Let me daily strive to improve my "best,"  
And give patience, Lord, to do the rest.

—By Elizabeth M. Moyer (phones).





Top—"A hunting we will go." Fred Caudwell at gaily decorated desk. Lower—Departments 22, 24 surround its retiring member.

**So Long, Fred, and Best Wishes!**

## Fred Caudwell Honoured on Retirement

The evening of Wednesday, July 31st, saw departments 22 and 24, mail order, gathered in the dining-room of the pavilion at Assiniboine Park. The occasion was a dinner in honour of Mr. Fred Caudwell, assistant, retiring after 27 years with the Company.

As chairman, Mr. J. Aker, head of department, introduced former members of the department, who were present in large numbers. A grand tribute to Mr. Caudwell.

Telegrams from east and west were then read—all warmly lauding Mr. Caudwell's service and extending best wishes for the future.

A lusty sing-song followed, ably led by Mr. Jim Budd, assistant, with Harold Price at the piano.

**Mr. Aker's Tribute**—Reminiscing on Mr. Caudwell's long service with Eaton's, Mr. Jack Aker emphasized the loyalty and fine co-operation he had received from him over the years. Then, on behalf of the present and ex-members of the staff, Mr. Aker asked our hero to accept a token of remembrance and affection. Miss Grace Smith made the presentation, and what a surprise to Fred when the wrapping was finally removed! What was it? **What was it?** Nothing less than a shot gun! (Pump gun, to you duck hunters.) And Fred's heart skipped a beat with joy, we'll warrant!

The duck-hunting Mr. Caudwell thanked his associates warmly for such a wonderful gift; also those responsible for the success of such a memorable evening. He also thanked those with whom he had worked for their kind co-operation at all times and wished them lots of luck for the future.

Mr. V. Gilmer (now retired) added graceful words of congratulation to Mr. Caudwell, then on behalf of the staff, presented Mrs. Caudwell with a lovely box of chocolates, with the added wish for the future happiness of both, which they so richly deserved.

**"A Job Well Done,"** said Mr. Williams, group supervisor. Warmly commending Mr. Caudwell on a job well done, he also paid high tribute to Fred's "guiding light," Mrs. Caudwell, adding the department's wishes for Mr. and Mrs. Caudwell's happiness in the future. An army of friends all over the system join in saying, "Well done, Fred!"

Saturday, August 3rd, the day Mr. Caudwell officially retired, was a morning of mornings! Fred's desk was gaily decorated with flowers plus the shot gun and many individual gifts, while there was a constant stream of visitors to wish him all of the best.—H. Price.

\* \* \* \*

## George Mather Says Au Revoir

Veteran stove and hardware man, Mr. George Mather retired on August 3rd after 31 years with Eaton's. Latterly with the stove department at Alexander Avenue warehouse, Mr. Mather was for five years in charge of stoves and hardware at Regina store.

Born in Burtisland, Fifeshire, George Scott Mather came to Canada in 1914, after some years in the electrical trade in "Auld Reekie" (Edinburgh), Newcastle and London. George, like all true Scots, plays a keen game of "goff." He also plans to do more gardening in his years of leisure ahead.

Mr. and Mrs. Mather have two sons, Flt. Sgt. Alfred, a test pilot with the R.C.A.F., and George, now with the Grain Exchange, who served three years as a signaller with the navy.

Mr. Mather has many happy memories of his Eaton service. These include a tour of the Western Fairs he made when the Eaton exhibits were featured in the "big top." "Yes," he told Contacts, "I can truly say I've enjoyed every day of my 31 years with the Company."

Best of luck, old-timer!

As a token of remembrance on his retirement, Mr. George Mather was presented with a handsome reading lamp. Mr. Bruce McLarty made the presentation on behalf of 256 staff.





## Parting Tribute To a Lady Drugs Honour Ada Whiting

"The world was sad, the garden was a wild,  
And man, the hermit, sighed—till  
woman smiled."

This is about a parting tribute to Ada Whiting, a widowed lady whose sunny smile was a delight to customers and Eatonians alike during her 34 years as an Eatonian, 27 years of which she was demonstrator for Truskin toiletries.

Early in August, on Mrs. Whiting's decision to retire and take things easy, the drugs staff honoured her with a breakfast party and presentation in the grill room. Over fifty members were present with Mr. Neil Gray, head of department, presiding.

Mrs. Whiting would be greatly missed, said Mr. Gray. Her personality shone, her sunny smile was ever present, and she had made countless friends among patrons and staff alike.

Mr. G. P. Blakeman, supervisor, spoke of Mrs. Whiting's contribution to the department; thanked her for her long and loyal service, and wished her all happiness in the future. He then presented the retiring member with a lovely overnight bag—a gift of remembrance from her associates. Mr. Bill McKerchar, assistant, also added a brief tribute.

A charming note was lent the occasion with table decorations of cut flowers donated by Mr. Bill Fortune (patents counter) from his own garden. (Thank you, Bill!)

Many, many friends around Eaton's add their best wishes, Mrs. Whiting, for the years to come!



Top row, left to right—Mr. W. McKerchar, Mr. Neil Gray, Mrs. Whiting, Mr. G. P. Blakeman, Miss Jean Todd.  
Lower—Wearing a lovely corsage and an equally lovely smile, Mrs. Whiting receives a gift from her associates, presented by Mr. G. P. Blakeman.

\* \* \* \*



## Ernest Bolster Retires After Thirty-Four Years With Eaton's

What with gardening and baseball in the summer months—not to mention his cottage at Winnipeg Beach—and curling in the winter with the Fort Rouge Club, Mr. Ernest Bolster, mail order packing, who retired on August 10th, will find plenty to keep him occupied. American born, in Wayne County, Iowa, Mr. Bolster was for twelve years with Sears, Roebuck in Chicago. His entire Eaton service has been spent with 122 department. Mrs. Bolster passed away a few years ago and there are no children. Mr. Bolster plans to get himself a sizeable chunk of land and go in for gardening—but before doing that he's to visit his old home in Iowa. A happy holiday and good gardening!

### Thank You, Younkens!

Last month Contacts was privileged to receive an autographed copy of **"Younkens Grows Up With Iowa"**—a handsome brochure published by Younkens, of Des Moines, Iowa. Richly printed in colour and photographic offset, this big eye-catching publication commemorates both the 90th anniversary of Younkens department store and the State of Iowa centennial. Its colour plates are one of the slickest jobs we've yet seen! Thank you, Younkens!

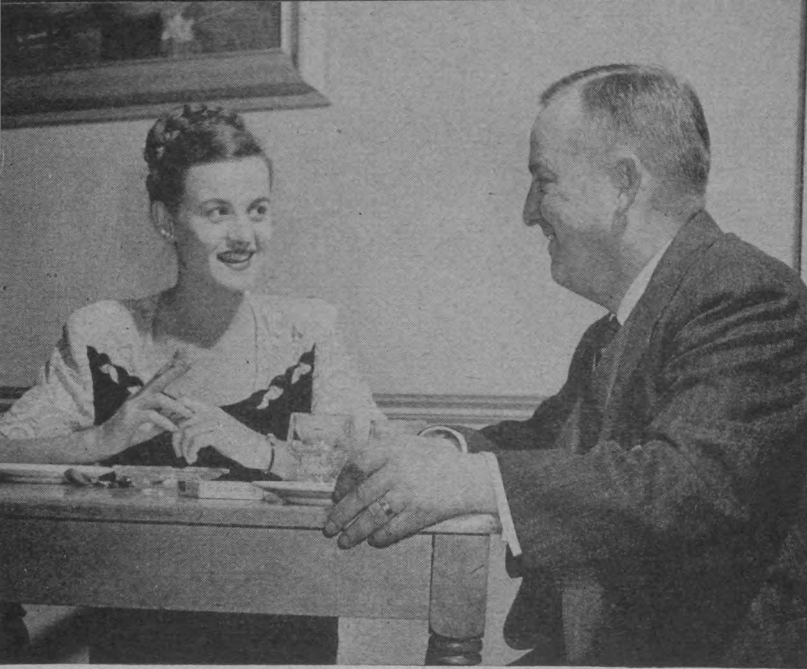
### Congratulations!

Belated and double congratulations to "Sandy" Greechan, men's clothing department, and Mrs. Greechan, on the happy event of twins, born July 8th. Named Elaine Marie and Grant Irvine, the girl took first place, with a five-minute margin. Mother was Miss Marie Morris, of 122 department.

### Eaton Cricketers Score Another Victory

Eaton's kept up their fine form by defeating East Kildonan at Assiniboine Park, Saturday, August 3rd, in the local cricket league 124 for 9 to 40, all out. Kildonan batsmen found Scowby (4 for 8) and Moore (5 for 31) too much to cope with. Ted Chapman, tops with 14, and Tunney 12, did the bulk of the run getting. The rest of the side falling to the keen bowling by the Eaton pair.

In reply the Big Store crew showed their best form with the bat in scoring 124 for 9 wickets, with Lowe 37, F. Hay not out 30, Smith 18, Scowby 14 and Adams 10, doing the scoring. Tunney and the Wright boys bowled well.



## Miss Canada

When Miss Canada (Marion Saver, of Newtonbrook, Ontario) visited the Hamilton store she was escorted on a tour of the departments by Messrs. C. H. Boothe and M. W. Wickham (superintendent, Hamilton), and Miss Anita Knight. Of course, she went shopping, too, and chose a lovely evening gown. Miss Canada was entertained in the Green Room, and at left we see her happily in conversation with Mr. Wickham.

\* \* \*

(Picture by courtesy of Eaton's Hamilton "Bi-Weekly")

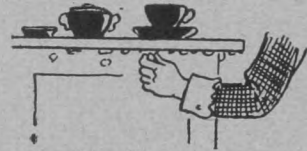
## NO PARKING!

Western Canada's matchless harvest season will soon be at its height. Across the boundless prairies a sea of golden grain will be pouring into tall elevators, some of it to fulfill the hopes of hungry, war-stricken millions.

Leaving the sublime—let's look in on another kind of harvest that is going on in the still watches of the night here at Eaton's, as in every great store—the **gum harvest!**

Perhaps you've noticed the "harvester" at work with his long knife removing the chewing gum thoughtlessly dropped on floors, or stuck under counters and chair seats. It's a sticky business!

Chewing gum in business or in a public place is, of course, acknowledged to be in poor taste. Those who persist in it should at least consider others and dispose of their gum in a piece of paper.



### Gum Harvest

The department store of R. H. Macy & Co., on Herald Square, New York, has an employee who spends his nights prowling through the world's largest emporium on a hunt that never fails. He pries off the chewing gum that has been furtively stuck to the underside of counters, chairs and tables, and he averages five pounds per night.

### For Victims

To remove chewing gum from clothing, rub the spot with ice until gum rolls into a ball, then scrape off with a dull knife or spatula.

## Down On The Farm

Like a chapter out of a novel was the recent holiday experience of Mrs. Frances Chrispin, furniture office. It seems that Mrs. Chrispin was visiting two elderly bachelor uncles at Rosburn, Man., who had farmed there since coming out from England in 1906.

Mrs. Chrispin tells of climbing to the farmhouse roof, during her vacation, to put out a fire with pails of water a la bucket brigade.

Later she discovered refund checks the uncles had received from Eaton's mail order in 1925, but had never bothered to cash. The bachelors were enthusiastic cattlemen it seems, and many prizes were in evidence for that delectable Eaton blue ribbon beef! City life had no great appeal for them. On coming to Winnipeg recently, one of the brothers had opened a box and donned a smartly tailored suit of brown tweed. "I bought it at Eaton's seven years ago," said he, "but this is the first time I've worn it!"



Left—Gwen Richter (9) taken at Grand Beach.  
Right—Jean Puntty (9) snapped at Pine Falls.

## IDEAS PAY CASH!

**Herb. Headon Wins \$25.00 Award**

The Suggestion Committee has announced the recent award of \$25.00 to Mr. Herbert Headon (receiving room) for sending in a helpful idea. Congratulations!

**Have YOU An Idea That May Help Along Any Of These Lines:**

**Promote Safety  
Improve Service  
Eliminate Waste**

**Reduce Costs  
or  
Improve Training?**

Think it out, write it down on a suggestion form and send it in today! Your idea, too, may prove a winner!

**"LETTERS OF CREDIT"**

Credit goes where credit is due, and this time it's **Miss Vera MacArthur** (draperies department) who takes a bow. Here is an extract received from a well-satisfied customer:

"Neepawa, Man.

"Many thanks for the assistance you offered my husband in his search for curtains and curtain material. My husband was very much impressed with your ability as a saleslady. He says you are the most obliging clerk he has met in Eaton's.

—Mrs. C. E. G. Bates."

\* \* \*

A vote of efficiency and good service goes to **Mr. P. Benest** (72 department), to whom the following letter was sent:

"Municipal District of Flagstaff, No. 62,  
Office of Secretary-Treasurer,  
Sedgewick, Alberta.

"The council wishes to thank you for filling their order for inlaid linoleum. The linoleum is now laid on our office floors and we are more than satisfied with the material. We much appreciate the trouble you have taken in advising us and in obtaining the material.

"Mr. C. J. Brown, sec.-treasurer."

**Allen Brazier Cited For Presence of Mind**

How do you react in an emergency? Can you keep cool and act quickly? Or do you blow up? It's an interesting question. Anyway, we doff the old brown derby to Allen Brazier (mail order exchange) for his prompt action in an emergency last month.



It seems that the turncock on the gas tank of a heavily loaded truck had been accidentally struck and the gas commenced gushing out. Springing into action, Mr. Brazier, who was working nearby, notified the fire inspectors. Then grabbing up pails and washtub from the hardware exchange, he set the pails under the tank and got help from other Eatonians in emptying them into the washtub.

Mr. Brazier, whose cool-headedness averted any possibility of an accident or damage, was warmly commended by Mr. B. C. Scrivener, superintendent, for his presence of mind.







# Were Marriage-Minded in The Fall!

Wedding bells will be ringin' merrily through the coming month for our Eatonian brides, some of whom are pictured here. (See write-ups on Page Twenty-Six.)

Because of limited space, late brides' photos will be held over till the October issue.



## About the Above Pictures

Top row, left to right—Oval, Irene Johnson (122 office), Alice Hermanson (300), Gudrun Howardson (300), Ivy Thomas (1747). Circle, Kay Allen (233).

Second row—Joyce Ford (28), Grace Shaw (161), Mary Crom (3).

Lower row—Evelyn Thomas (15), Anne Schellenberg (122), Margaret Smith (122).



#### About the Above Pictures

Top row—Left, Betty Lawson (122); right, Muriel Orris (167).

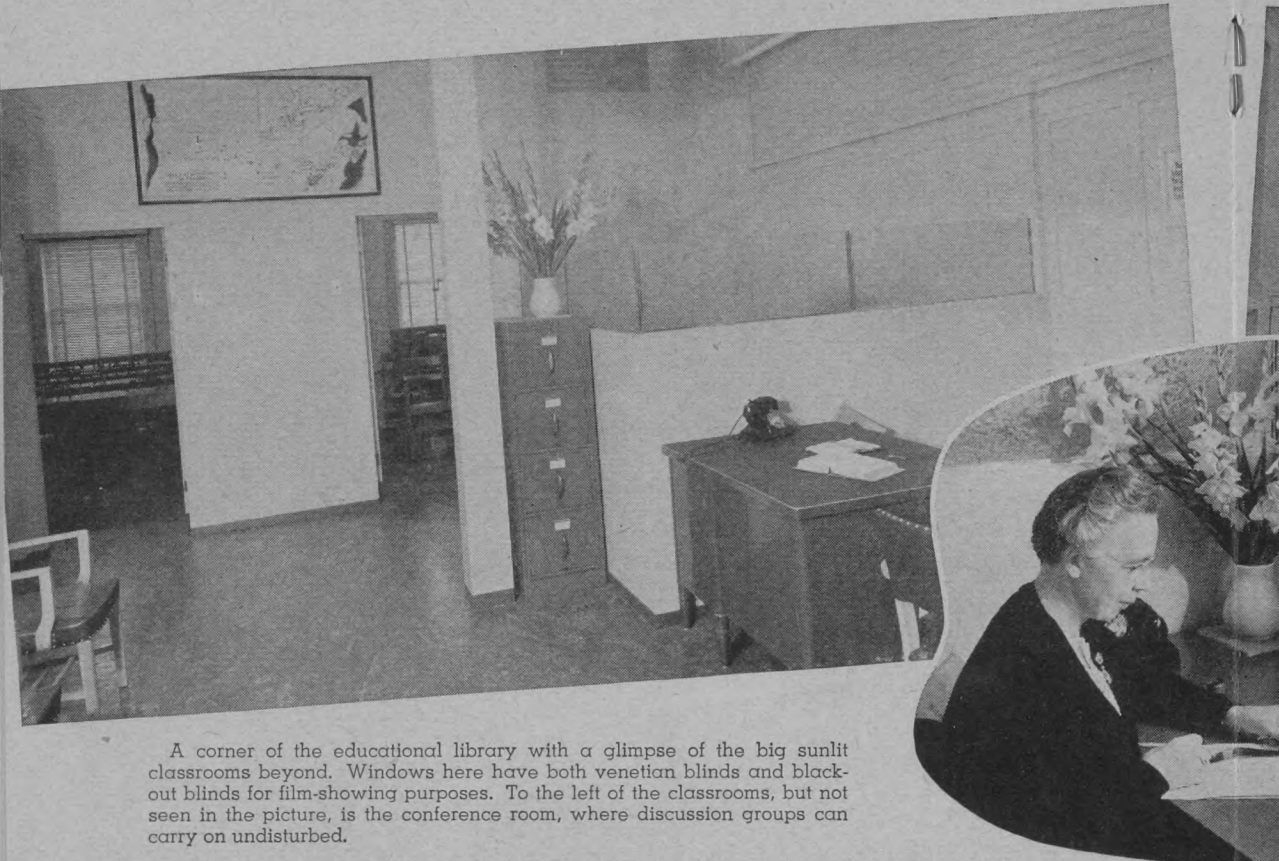
Second row—Left, Dorothy Goodridge (239); centre, Harvey McCalmont (52); right, Jean McNeil (104).

Third row—left, Mary Romanuk (122); centre, Margaret Goodie (116); right, Evelyn Steffen (210).

Lower row—Left, Margo Stenberg (261); centre, Stella Murphy (3); right, Jeannette Nobert (300).

# EDUCATION FOR

**What Goes On in the Educational Department? What Is Its Purpose? Broadly Speaking, the Answer is To Equip New Eatonians To Enter Their Departments with Ease and Confidence and To Help Career-minded Staff Members To Fit Themselves For Opportunities Ahead!**



A corner of the educational library with a glimpse of the big sunlit classrooms beyond. Windows here have both venetian blinds and black-out blinds for film-showing purposes. To the left of the classrooms, but not seen in the picture, is the conference room, where discussion groups can carry on undisturbed.

## How Does It Work?

The other day, a young Eaton ex-service man with his eye on the future, applied to New York University for enrollment in a course on retailing. "Sorry, no room," they replied. However, they strongly recommended the young man to take advantage of his employment at Eaton's. "Use the facilities provided by your store's educational department," they wrote, "and consider it a four-years' course in retailing." The advice of this great university was taken. Miss Kerr outlined a course of training, carefully selected the necessary text books from the educational library, and the young man went away happy.

A 19-year-old high school girl, anxious to improve herself but undecided about a career, discussed her problem with Miss Kerr. Shortly after, she left with a determined lift to her pretty little chin and bearing a book, "Fashion Careers For Women."

Miss Marguerite Kerr, who presides over the educational department, is seen looking over a film of a progressive outline of Eaton's, its business officers, its nation-wide services, and so on. These are the many services and recreation facilities that are the welfare of Eaton employees.

Training the staff of a great store is a special knowledge, but for special qualities.

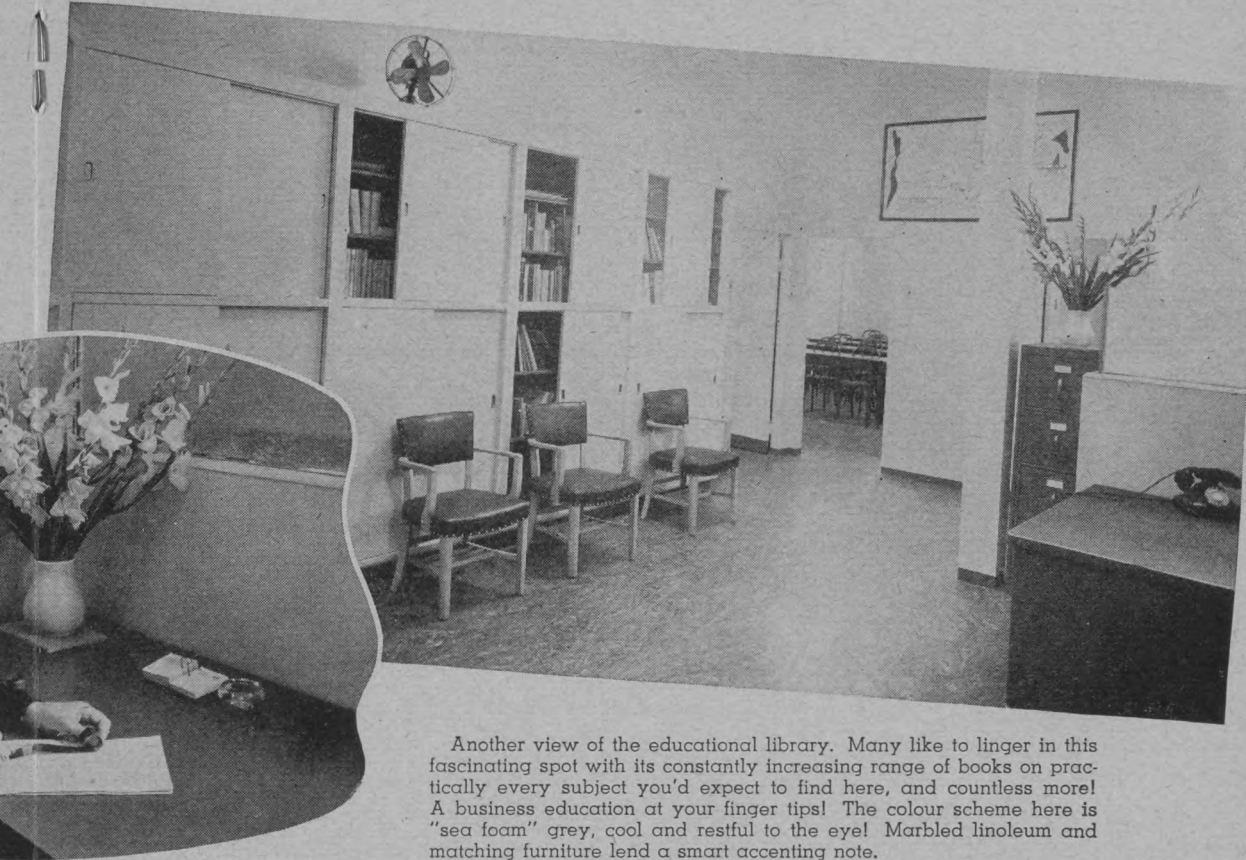
Twenty-four years with the Company, Miss Kerr has been associated with personnel work at Eaton's, was a public school principal, and her experience has been deepened by staff training courses including the "3 J" programme for superiors.

Miss Kerr is past president of the Greater Winnipeg Women's Club; and a former executive of Greater Winnipeg; past education officer of Beta Sigma Phi. She has a keen understanding of her door is always open to those who seek advice. Miss Kerr are Miss Ruth Spurway and



# OPPORTUNITY!

It's a big subject—too big to be covered in this issue. However, succeeding editions of *Contacts* will tell more about this educational service that offers its benefits to all Eatonians.



Another view of the educational library. Many like to linger in this fascinating spot with its constantly increasing range of books on practically every subject you'd expect to find here, and countless more! A business education at your finger tips! The colour scheme here is "sea foam" grey, cool and restful to the eye! Marbled linoleum and matching furniture lend a smart accenting note.

presides over the educational department, a film which will introduce a new company, its background, its traditions, its policies to Canadians. Especially stressed are recreational features developed for the

at store like Eaton's calls not only for specific qualities of heart and mind.

Company, twenty-three of which she oversees as executive of the Personnel Association. Her experience has also been in principal. Her experience has also been in principal. Her experience has also been in principal.

ment of the Professional and Business Association. She is also executive of the Personnel Association. She is also executive of the Personnel Association. She is also executive of the Personnel Association.

Above all, the Educational Office seeks to dispel the idea that staff training is "just going back to the classroom in the Company's time." Classes are designed to stimulate imagination. The free discussions around the board; the fascinating films and practical demonstrations that enliven one's interest make these training episodes keenly anticipated.

Information is skillfully and pleasantly imparted. There is no "talking down the nose" or irksome classroom air to these gatherings. But in the end, one realizes that salesmanship is not just handing goods across the counter and receiving the money—but a thoroughly scientific profession.

(To be continued)

**CONGRATULATIONS, VIVIAN, WE'RE ALL PROUD OF YOU!****Vivian King Wins Dominion Swim Crown!****And Eaton's (Hamilton) Again Extends Its Matchless Hospitality!**

Vivian King (379)  
Canadian Swim Champion (Junior Women)  
(100 yards, free style)

It was great news, indeed, when Contacts received a wire from our Hamilton contemporary, Mr. Harold Stinson, that 16-year-old Vivian King, an Eatonian from Winnipeg store, had won the Dominion swim title for junior women (100 yards, free style) at Hamilton during the championship meet, July 17th-18th. Miss King, who is a member of the foodateria staff, is the daughter of Mr. Tom King, mail order electricals. Mr. King is keenly interested in young swimmers. It was due to his efforts in securing local support that made it possible for a party of nine other promising Winnipeg youngsters to accompany Vivian to the Hamilton swimfest.

**THANK YOU, HAMILTON!**

These boys and girls, whose ages range from 13 to 16, had all won local events entitling them to the trip. Admitted (and sorrowfully) they didn't win any laurels at Hamilton, but, says Mr. King, who was in charge of the party, **"thanks to the hospitality of Eaton's, Hamilton, they had a wonderful time!"** Mr. King particularly stressed the kindness of Hamilton's store's superintendent, Mr. M. W. Wickham. "The kids will never forget Mr. Wickham. He entertained them royally. The crowning touch was a day at Niagara Falls which was simply fairyland come true!"

Naturally, the young people had been keenly disappointed when competition proved too strong, and apart from Vivian's single but great victory, they were going home empty-handed. But Mr. Wickham's kindness made the trip a delightful adventure they'll remember all their lives!

\* \* \* \*

**Young Saskatoon Eatonian Wins Award**

**George Gray**, 17-year-old member of department 379, Saskatoon store, is sitting on top of the world as the result of a scholarship given him by the Royal Canadian Air Force. George, who has been a member of the local squadron of Air Cadets of Canada for over three years, will be entitled to ninety hours of ground school instruction on basic flight principles and regular pilot ground training, together with flying instruction, dual and solo, at the Prince Albert Flying Club.

Keenly interested in flying, George says his future plans include attendance at university to study mining engineering, and he hopes to own and fly his own aircraft "'way up north.'" His scholarship will enable him to get a good start on the way to owning a private pilot's flying license. Saskatoon Eatonians are proud of this young staff member and wish him success in his training.

**Did You Know We Have a Parcel Wrapping "Clinic"?**

"Necessity being the mother of invention," in the interest of paper conservation, a **Parcel Wrapping "Clinic"** has been devised at Eaton's, where operations are performed by specialists to save not patients but PAPER!

The clinic is directed by a parcelling department chief, who with senior inspectors, analyzes improved wrapping and demonstrates methods of paper and bag conservation. No fees at this clinic, by the way; all that you are asked to pay is your earnest attention and **help conserve wrapping paper!**



## "Good Old Days" Department

Contributions of interesting "antiques" to this page are welcomed. Have you a group picture of Eatonians of long ago that has not been published in Contacts? A single portrait, or scene that will start veteran Eatonians wandering down "memory lane"? If so, please drop in or give the editor a call.

### A.D. 1905—Drivers, Engineers, Blacksmiths, 41 Years Ago

And a fine sturdy bunch of lads they were—according to the lady who brought Contacts the above picture, Mrs. H. Tully. Taken in front of the old Eaton blacksmith shop on Hargrave Street, the group comprises the 1905 staff of drivers, blacksmiths and engineers. Many were the handle-bar moustaches worn in those mellow days, while the drivers wore natty dark blue straw sailors with the Company's name lettered on the hat band.

Mrs. Tully's husband, who was a blacksmith, is seated in front row at extreme right. He passed away in 1932. Before her marriage Mrs. Tully was with 132 department.

It is not easy to identify our fellow Eatonians after forty years, but through the co-operation of Mr. Clayton Tucker some have been spotted. Still with the Company is driver Christie (garage), 7th from left in front row, who has a very special driving job nowadays. Others in picture are: front row, 1st, 2nd and 3rd from left, Messrs. Friday, Bingham and Pearson; 5th, J. Donald; 6th, M. Mawson; 8th, Mr. Mousseau; 10th, T. McCarthy; 11th, E. Mutton.

Back row—1st, Mr. Ramsey; 7th, Mr. De Rose; 9th, the late Mr. Arthur Newman, then in charge of stables; 12th, the late Mr. T. Stone, later in charge of garage; 13th, J. Riley; 14th, Tom Garrett; 15th, Mr. Laing; 16th, Tom Carroll, whose son, Jack, is now with the delivery department of Toronto store. Doubtless some of our old-timers will spot others.

\* \* \* \*

### BATHING DRESSES, A.D. 1856

A fashion decree from Peterson's Magazine, August, 1856,  
as reprinted in the New Yorker, July 20th, 1946.

"As appropriate to the season, we give some directions for making bathing dresses. The material should always be of woollen. A grey, dark blue or brown flannel is most suitable. Worsted plaids, although very pretty, are cold, and retain the water too much, though they have the advantage of not clinging to the figure, after leaving the surf, as much as flannel.

#### Hubba! Hubba!

"The dress consists of a pair of drawers and a skirt, the latter reaching to about three inches above the ankle. The drawers should be tolerably full, and confined at the ankle by a band, finished with a ruffle. They should be fastened in such a way that even if the skirt washes up, the person cannot possibly be exposed. The drawers must always be fastened to a body, like those of a child, and as muslin or linen is exceedingly cold and clinging when wet, a woollen body is advisable.

#### Why, Grandma! Your Face is Showing!

"The skirt, as we have before said, is rather short, and need not be very wide. The ordinary way of making is with a deep yoke, into which the skirt is plaited or gathered like an old-fashioned nightdress. The dress is plaited down to the waist and confined with a belt. Many wear a small talma or cape of the same material as the dress, as this, in some degree, hides the figure. The sleeves should be loose shirt sleeves, confined about the wrist by a band, and having a deep ruffle falling over the hand. This protects the wrists from the sun. In the place of the talma some wear loose sacques, fastened with a belt. Be very careful to avoid all strings in a bathing dress, as it is almost impossible to untie them when wet. Nothing but buttons will be found convenient.

#### Overshoes, Gloves—What! No Veil?

"Bathing dresses, although generally very unbecoming, can be made to look very pretty with a little taste. If the dress is of a plain colour, such as grey, blue or brown, a trimming around the talma, sacque, collar, yoke, ruffles, etc., of crimson, green or scarlet is a great addition. A pair of large lisle thread gloves to protect the hands; an oilcloth cap and a straw hat are necessary to complete a bathing toilet. Some whose feet are tender always wear gum overshoes into the surf, but we think them cumbersome."







Back row, left to right—Frances Murray, Mrs. Slater, Vi Taylor, Mrs. Dartnell, Mrs. Angus, Muriel Bradstock.

Second row—Mrs. Banks, Flo Armstrong, Mrs. Bell, Ruby Trueman, Carrie Einarson, Queenie Carley, Kay Munroe, Mrs. Wilson.

Front row—Lena Smilinsky, Dot Wagner, Jean Bilsky, Anne Romanak, Jo Barnes, Marie Major.



Back row, left to right—Arnold Fairbun, Mr. L. W. Houston, Carl Cutting, Hughie Wilson, Mr. Angus, Mr. Carter, Gordon Beck, Frances Murray, Florence Armstrong.

Second row—Mrs. Banks, Mrs. Bell, Mrs. Slater, Mrs. Angus, Mrs. Dartnell.

Third row (mostly hidden)—Alf Bell, Marie Major, Joe Barnes, Ruby Trueman, Kay Munroe, Vi Taylor, Bob Banks, Mrs. H. Wilson, Clint Dartnell.

Front row—Dot Wagner, Jean Bilsky, Lena Smilinsky, Anne Romanak, Carrie Einarson, Queenie Carley, Muriel Bradstock. Very front—Ken Daulby.

## Departments 37 and 39 Have a Picnic

### Eats, Sports and Everything!

By Miss D. Wagner

It is not often we appear in Contacts, but when we do we have something to talk about. This time it's about our super-duper picnic held at Kildonan Park on Friday, July 26th.

Leaving by car directly after work, we arrived at the park in good time to partake of a very appetizing supper. After satisfying the inner man, the fun started. These departments have always been known for the speed in which they operate, and when let loose in the open that speed is increased 100 per cent, as was proven when it came time for the races.

#### About the Sports

Women's 100-yard dash—The winner (Lena Smilinsky) in this event has been taking reducing exercises for some time in preparation for this event and was in fine form. Mrs. Dartnell was a close second.

The young men's 100-yard dash—Winner, Ken Daulby; second, Gordon Beck.

Three-legged race—Many entries in this class but very few finished. Jean Bilsky and Ken Daulby when "hitched" together made a grand finish in this race.

Wheelbarrow race—Winners, Miss Anne Romanak and Ken Daulby. (How easy, Ken, with Anne at your heels.) Side note: What has G. B. got in his legs that he needed two women to help him over the finishing line?

The highlight was the veterans' race with Mr. L. W. Houston leading by several yards, and for this event he was presented with a very "inspirational" prize (ask him). Carl Cutting not a very close second. Many entries in this class but very few finished.

In the boot-and-shoe race the honours go to Mrs. Hughie Wilson and Dorothy Wagner.

#### When It Comes To Softball . . .

Not many hits, with such famous pitchers as Carley and Barnes and, of course, the well-trained teams were in top form. Regret to re-

port there were a few casualties, such as bent fingers, skinned knees and one lost heel.

After several hours spent at the park we were all invited to Mr. and Mrs. Hughie Wilson's home for further refreshments.

And so ended a perfect evening. Our thanks are expressed to Hughie and Hazel for their very kind hospitality.

Finally, our thanks are due chiefly to Hughie Wilson, who organized and planned the outing. Hughie had the able assistance of Bob Hanks, who did a lot of the "running around" for him, and also Carrie Einarson was right in there "pitching," too.

#### Department 36 Holds Picnic

On the sunny afternoon of July 31st, the girls of department 36 held a gala picnic at Assiniboine Park. After a monstrous lunch, the amateur camera-women had a heyday taking candid shots of all the fun. The swings and other interesting attractions provided enjoyment for the energetic members of the party, and everyone agreed that a repeat performance next year would see a 100 per cent turnout.





Top—Egg race (cowardly eggs, too, the "hit-and-run" kind) Winner is the last to catch an egg intact.

Left centre—Howard Palmer, former Dominion curling champ, was starter.

Right centre—Former Winnipegger, Stan Jones, does his stint as announcer.

Lower left—"Everything's hunky dory," says Superintendent Hargreaves, as he chews happily on his cigar.

Lower right—Weiner-eating contest—and one of the highlights. Yum! Yum! Just see those young gals bite their way to victory!

## 'Twas An "Eggstraordinary" Event! Calgary Eatonians Hold Annual Picnic

Everybody from stock boys to department managers was out to have fun when The T. Eaton Co. (Western) Limited, Calgary, held its annual employees' picnic Wednesday afternoon, July 31st, at Bowness Park.

Highlight of the event for the youngsters was the draw for a week-old cocker spaniel puppy. Arlene Underdown, 10, was the luckiest girl at Bowness and carried the brown bundle of fur the rest of the day.

For the adults the ever-popular canoe tilting was the feature. Races for all, too, from running and swimming to wheelbarrow and canoe races, not to mention that "cowardly" egg race!

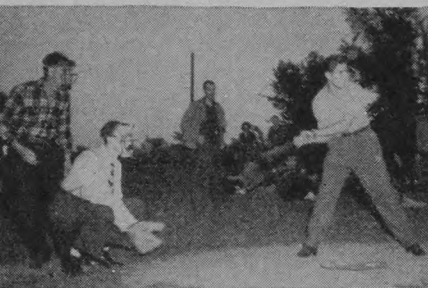
## HOWDY!

Up from Minneapolis on a holiday, Mr. Cecil Davis (formerly assistant manager, carpets, here, and now home-furnishings manager at Donaldson's, in the Minnesota metropolis) dropped into Eaton's on August 13th, to visit old friends. He was accompanied by Mrs. Davis (the former Margaret Crawford, executive offices).

It's always nice to hear from our old friends, those ex-Eatonians now enjoying retirement after many active years. Contacts acknowledges letters from Miss Mary Jamieson, also Mr. C. B. Maughan, former Winnipeggers now residing in Vancouver. Thanks for your kind comments. Let us know if your copy doesn't arrive regularly.

# BASEBALLERS' JAMBOREE

Eatonian and Eatonette Ball Players, 300 Strong, Attend Sports and Jam Session at Maple Grove Beach-on-the-Red





## Maple Grove Scene of Softballers' Social

A rootin', tootin' jamboree with approximately 1,075 Eatonians and friends in attendance, marked the mid-season event of the Eaton softball tournament. July 23rd was the date of this bang-up affair, with the Maple Grove Gardens playing an amiable host.

Two baseball games highlighted the evening, with the men's teams, umpired by Ab Watson (that popular hander-out of keen decisions); while the gals had President Tommy Scott as their umpire 'n chief.

Here's a flash that just came in. 'Tis reported that some of the hardier individuals took a dip in the river.

Dancing to hilarious recorded music and the smooth piano stylings of Vera McIntyre brought many jive jumpers out of their holes, as well as those who gracefully glided to the ever-popular waltzes.

Refreshments in serve-yourself style gave the added lift to appetites doing ground dives and inside loops.

During the bus ride home, many voices (quavering and otherwise) were raised in song. Some never did come down!!

Our thanks to those who laboured to make the evening a success.

### Descriptions of Pictures on Facing Page

Top row, left—Will she make it or won't she? Scene from girls' ball game. Centre, left to right—Johnny Moore, m.c.; Tom Scott, centre back; George Dawson. Right—George Allan, Blanche Benson, Hughie McVey.

Second row, left—Ab Watson, umpire; Allan Curtis, standing in background. Lower centre—Verna McIntyre tickles the ivories. Right—Reg Pryne and gal in foreground.

Third row, left—Department 228 and friends. Lower centre—Group of Hi-Boys. Right—Danny Tomes, Frank Heath and Allan Curtis timing base-running competition.

Fourth row, left—Girls of the winning team receive prizes. Centre—Light! Action! Camera! Active participants: Tommy Scott, Bertha Hives, Elsie Butler. Right—Group of active music lovers.

Fifth row, left—If grandma could only see me now! (Group of solid hep-cats). Right—Smile for the birdie!

## The Drapes' Report (By D. M. Sclanders)

With the baseball season drawing to a close and with the finals in full swing, 'tis only fitting that a few words should be devoted to the players who helped make this Eaton baseball season possible. So, here's a few who's who about the gang from the draperies and rug departments.

The number one spot goes to the Drapes' pitcher, Joe Green, who has developed a grand style of game, though absent from it for about four or five years.

John Ashew started the season as a third baseman, but in later games played the position of catcher. He's an old hand at the game, having whacked them out with Eaton's before joining the Air Force.

Jack MacGregor, captain of the team, always kept the game going with his chatter; and so versatile was he that he was able to change his position to meet the demands of the game.

Jimmy Bonnello, star first baseman, always spry on his toes (in more ways than one), could always be found with his side kick, Archie Speirs, who played first short.

Every team has someone who makes bunting his pet joy. Archie Speirs and Jack Pickler seem tied for that position, and with golf as

Jack's first love, it's no wonder that some of the low ones had a very peculiar golfing air!

Second base—ah, that's where Bobbie Clarke's well-known voice could be heard. His chatter was always there when needed, and you could always depend on his coaching.

Bill Young, who was catcher for the first part of the season, helped out on third base during the last games. On his toes in both positions, very little got by Bill.

The following five were the stars in the field: Jimmy Oakden, H. Tommasson, Barry Bougher, Joe Learner and Romo Levesque.

The Drapes ended their baseball season with an exhibition game on August 2nd with the St. James Legion at the Legion grounds. Thanks are due to Joe Green, who made all the arrangements for the game, and to Walter Scott for the loan of his baseball equipment for the night. The Legion men were certainly "tops" as sportsmen, and the score: Drapes 8, Legion 5.

Here's a word of thanks to Audie Kubik, from the drapery office, who so faithfully kept score during the season.

So, cheerio, gang! We'll be looking forward to seeing you next season!

## **BOWLERS! — An Important Announcement From Your Executive**

Members of the Eaton Mixed Five-Pin Bowling League are advised that limited alley accommodation will again make it impossible to accept all team applications for entry in our mixed five-pin league. Teams which cannot be accommodated will be notified shortly.

Under a new policy of the alley owners, leagues must pay for all alleys reserved regardless of whether or not they are completely used. **This means that members of our club will be required to turn out for every scheduled game.**

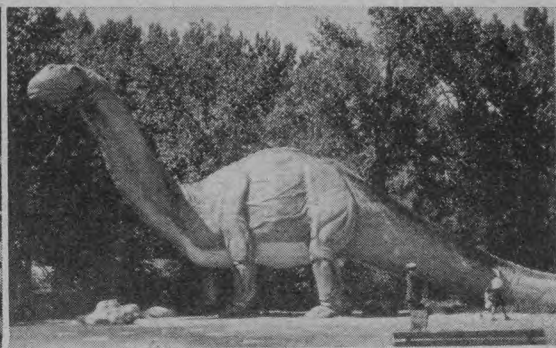
August 22nd, 1946



# Holiday Snap Shots



With wartime restrictions on travel now lifted, Eatonians have responded to the age-old cry of "travel and see the world!" Though we have received no reports of world cruises as yet, we have, however, heard of many Eatonians who are enjoying their holidays at the far corners of this continent. So how about sending us your pet photo for the next issue's "Holiday Snap Shots"?



Top row, left—Horseshoe Bay, West Vancouver. Right, Dinosaur in St. George's Park, Calgary. Second row, right—Prospect Point, Stanley Park. Snaps by Jim Scott, first assistant, sales audit.

Second row, left—This is how the Hamilton store's elevator girls were dressed during the recent centennial. Photo sent in by Mr. T. King (60).

Centre—Margaret Shaw (1760) seated at wishing well, Clear Lake.



Re oval picture, see copy on page twenty-five.

Lower right—Solid comfort. Albert Stuart Davidson (139) relaxes at summer home on the Brokenhead River near Beausejour.



Lower left—Mr. A. G. Provost (1760) and companion at Lac du Bonnet.



## WELCOME TO THE HUTTONS!

(See Oval Picture on Page Twenty-Four)

Bob Hutton's (formerly sales audit) visiting book had a lot more spaces filled in when George Fox and family dropped in at Bob's home, Lynn Valley, North Vancouver, during George's quarter-century holiday in August. At Vancouver the Fox family ran into Mr. and Mrs. George Trotter (furniture) and they all went to call on Bob.

Picture taken by Mr. Trotter in the Hutton garden shows: Front row, left to right, Norma Fox, Mrs. Trotter, Gordon Fox, Mrs. Fox, Mrs. Hutton and daughter, Betty Hutton. Back row, Bob Hutton and George Fox. Incidentally, it was Mrs. Fox's twentieth wedding anniversary so the Huttons picked her a lovely "bride's" bouquet. Bob, we hear, is chipper as ever and now and then gets in a few days helping out the B.C. government.

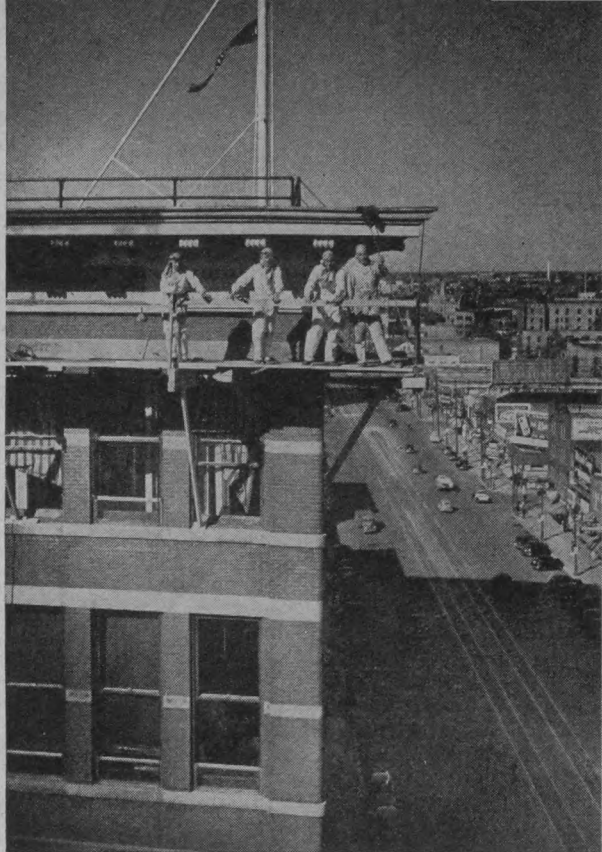


### BRANDON PICTURES

Too long has Brandon remained silent, faces unseen. Now, at last, we present to you some of Brandon's Eatonians.

Top left—Baby Garth and his birthday cake. He is one year old, you see! This cute tyke is the son of Mr. Mac Hillman, of department B229.

Centre left—you will see a shimmering catch of pickerel from a Northern Manitoba lake. Keep looking, folks; the little (?) fishes aren't a mirage, according to the happy grins on Ken Trent's and Homer Rourke's faces. These two are the furniture department's most ardent fishermen (and small wonder!).



The "Arabian Knights" was the caption suggested for this picture brought to Contacts by Mr. Dave Shores (painters). A skilled amateur photographer, Mr. Shores has captured a bit of realism in this picture of Eaton painters re-decorating the cornices. Note Winnipeg's broad "white way" below. Dave shot this scene from the Somerset Building across the street.

Lower left—Some of Brandon's enthusiastic golfers pose at Souris.

Lower right—The women golf, too, and make a right "purty" picture, taken just before the final nine holes were played.

By the time this issue goes to press it may be too late to arrange another tournament with Dauphin (snow flies early up there)—so how about curling?





## "And So They Were Married"

### BETTY LAWSON WEDS

Betty Lawson (122 department) left on July 27th to become the bride of Frank Johnson. All chippin' in, the department gals presented Betty with a beautiful dinner set and Duncan Fyfe table. Best wishes for a wonderful future!

\* \* \*

### ANOTHER 122 BRIDE

Ringin' the wedding bells for department 122 is Anne Schellenberg, who left the department to marry Cecil Bryce. To celebrate the occasion, the department presented Anne with linens and their very, very best wishes.

\* \* \*

### MARGARET SMITH BECOMES MRS. EYRES

Leaving on August 3rd to become the wife of Ed. Eyres, Margaret Smith (122) was presented with boudoir lamps from the department. As an additional memento, the girls gave Margaret a present of kitchenware and a carving set. The newly-weds will reside at Melita, Man.

\* \* \*

### WEDDING BELLS FOR IRENE JOHNSON

By now, Irene Johnson (122 office) will be Mrs. Kenneth Wood, for the happy date was August 9th. Prior to her leaving, Irene was presented with a linen table cloth from the department and wool blankets from the girls.

\* \* \*

### MARY ROMANUK BECOMES MRS.

Another 122 department bride is Mary Romanuk, who left on July 27th to marry Adam Baryluk. This lucky gal was the recipient of linens from the department, and flatware from the girls. Here's wishing you every happiness, Mary!

\* \* \*

### IVY THOMAS MARRIES

A pleasant event took place in the department on the morning of August 10th, when Miss Ivy Thomas (1747) was presented, by her fellow employees, with a pair of bed throws on her departure from the Company to be married on August 17th to Mr. Earl Grey.

On August 7th, the girls of the department held a shower for Ivy at the home of Mrs. J. James, presenting her with a lovely boudoir lamp.

After a honeymoon trip, Mr. and Mrs. Grey will reside in Winnipeg. Best wishes to you both.

\* \* \*

### FAREWELL, BACHELORHOOD

Surrounded by a pack of girls, Harvey McCalmont's picture shines in lonely splendour. However, Harvey doesn't look down-hearted—perhaps its the floral garlands giving him that "on-top-of-the-world" look. He was married on July 20th to Jacqueline Anderson (staples). The china department presented the groom with a dainty spray dinner set with heartiest congratulations. Harvey was formerly a member of the Canadian navy and saw five and a half years of active service on any number of ships—from corvettes to frigates.

### A HUSBAND FOR MURIEL

Muriel Orris, 167 department, left on July 27th to marry Mr. Glen McDermot, August 23rd. The department presented Muriel with a lovely pair of blankets. Best luck to you both!

\* \* \*

### ALL-EATONIAN WEDDING

August was a month of weddings for 60 department. On the 3rd, Ken Mitchell was married in Riverview United Church to Margaret Goodie, formerly of 116 department. On this occasion Ken was the recipient of a handsome trillite lamp from the staff. Best wishes to this new Eatonian couple!

\* \* \*

### ANOTHER BRIDE!

On Saturday, August 24th, Mabel Dobrinsky became the bride of Bill Olynky at the St. Vladimir and Olga Church. A presentation was made to Mabel and she was also the honoured guest at a kitchen shower, held at the home of Eileen McSorley. Our best wishes to this young couple!

\* \* \*

### FORMAL WEDDING FOR KAY ALLEN

Department 233 bade farewell to Kay Allen on August 3rd, who was married to Edgar Cox on the 17th. The wedding, held at Norwood United Church, was beautifully formal, with Kay making a lovely bride. A presentation of linens was made to Kay by the department, with very best wishes for happiness to come!

\* \* \*

### DOUBLE "RING-ER" FOR GRACIE

Grace Shaw (161 department) has a mate for that sparkler she's been flashing. Yep! Gracie is now Mrs. Carl Klinck, as of August 17th. The wedding took place at St. Thomas Church in Weston. Prior to her departure, Grace was presented with blankets and other individual gifts from the department.

\* \* \*

### JOYCE FORD A BRIDE

August 10th was the "big day" for Miss Joyce Ford, 28 department, who was married to Mr. Jimmy Fiddler in Sparling United Church. On behalf of the department, she was presented with a gift of blankets, together with best wishes for future happiness.

\* \* \*

### ACROSS THE OCEAN TO MARRY

After six years with Eaton's, Evelyn Thomas (15 department) has left to sail, on September 7th, across the briny deep to that one and only, Flt. Sgt. Brian Proper, who met, wooed and won Evelyn during his stay in Canada with the R.A.F. Sparkling-eyed Evelyn, all excited over the prospect of the trip and happy ending to her story-book romance, was presented with a dresser set and other individual gifts from the department. A dinner was also held in her honour at "The Homestead" on August 23rd, where she received a sterling silver brush and comb set. Bon voyage, Evelyn!

**EVELYN STEFFEN AUGUST WEDDING BELLE**

The children's hosiery department is distinguished this month by ringing the wedding bells for Evelyn Steffen. Evelyn's one and only is Alvin Graham, and she became "Mrs." on August 10th. Suitable presents were given Evelyn on her departure by the staff.

\* \* \*

**ANOTHER MR. AND MRS. "EATONIAN"**

Margaret Goodie (116 department) left on July 27th to become the wife of Ken Mitchell, mail order electricals. The couple were married on August 3rd in Riverview United Church. The bride was presented with miscellaneous gifts from the department.

\* \* \*

**MARGO STENBERG SAILS FOR ENGLAND**

Margo Stenberg (sporting goods) has practically reached the storybook ending, "and they lived happily ever after." She is sailing on the Aquitania on September 17th to marry Tony Powell, her air force officer, in England.

Margo's desk was beautifully decorated on the date of her departure, and the presentation of a travelling case was made.

\* \* \*

**DOROTHY GOODRIDGE WEDS**

Leaving department 239 on July 27th, Dorothy Goodridge became the wife of Mr. Eber Rothwell on August 5th. Twin bedroom lamps were presented Dorothy on behalf of the staff.

\* \* \*

**BEST WISHES TO JEAN McNEIL**

A single gal no longer is Jean McNeil, of the head cash office. She's now the loving wife of Herbert Johnson, as of August 2nd. The wedding took place in the St. James Presbyterian Church.

Jean was presented with a lovely centre-piece from the office girls.

\* \* \*

**MARY CROM NOW MRS. B. GRAY**

Showers of gifts and showers of best wishes were heaped on Mary Crom by the staff of 3 department. The event was the recent marriage of Mary to Mr. Bill Gray, which took place on August 9th. Best of wishes to this new bride!

\* \* \*

**ANOTHER 3 DEPARTMENT BRIDE**

Leaving on July 27th to become the wife of Mr. Fred Ross, Stella Murphy (3 department) was the recipient of a farewell gift of kitchenware by her associates. Congratulations and every happiness, Stella!

\* \* \*

**AALTONEN - NOBERT**

The morning of July 23rd was the date of a presentation of linens, made by the staff of 300 department, to Jeannette Norbert in the board room. Mr. J. Laing (head of department) did the honours in his own inimitable fashion, wishing Miss Norbert all the luck in the world.

The wedding of Miss Norbert to Eelis Aaltonen took place in Calgary, where the couple will make their home. Prior to joining the Winnipeg store, Miss Norbert was associated for eight years with Eaton's in Montreal.

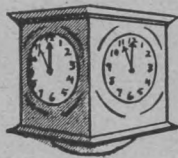
**DOUBLE CELEBRATION**

Department 300 held a double presentation for two of their soon-to-be-married members. Alice Hermanson will become Mrs. Peter Thomas, and Gudrun Howardson will be the wife of Bill Sutcliffe. Blankets and linens were presented to the lucky pair.

## Around the Store

**MAIN FLOOR****With Fond Farewells!**

Miss Jean Dunn (candies) has left the store after 21 years of service. A member of a large family, Miss Dunn has seven sisters carrying on the Eaton way. Six sisters are with our Winnipeg store, while the seventh is a member of the Toronto store. This certainly is a wonderful family record. Miss Dunn was presented with a plastic handbag from her associates, and went out the door with "fond farewells" ringing in her ears.

**Shower For Ethel Brooks**

In honour of Ethel Brooks, whose marriage to Sydney Chadwick will be an event of September 5th, the girls of department 237 and friends entertained at a shower held at the home of Miss Margaret Williams, August 15th. Ethel was the recipient of lovely linens and an assortment of household articles. Our best wishes go with this radiant bride-elect.

Peggy Johnson (women's hosiery) got herself "hitched" to her very special "special"—Fred Booker, on Saturday, August 17th. To celebrate the occasion, the gals of the department presented her with lovely figurines for the mantel of her new home. Best of luck and lots of happiness, Peggy!

Here's a happy group of hosiery gals, gathered at the home of Mrs. E. Parr, a retired member of the department. Names read from left to right—Standing, Gladys Piggot, Winnie Hagen, Doris Smith, Lil Fairey, Lorna Boyd, Bette Budd, Margaret Grant, Margaret Rae. Front row—Hazel Bates, Mrs. Parr, Mrs. Potter, Marge Mathews.



## THIRD FLOOR



Just a little note to say "hello" to Pearl Solomchuk, of the fruits, who's been in Ninette Sanitarium for the past four months. We hope you're feeling fine, Pearl, and will soon be up and around.

Mrs. L. J. Bentley (fruits) is sorry that she just missed the recent Vancouver earthquake (so she says). It seems that she was on a sight-seeing bus outside the city when all the excitement started.

Coincident, eh, what! Irene Aubert (fruits) just can't get over her two sisters becoming mothers on the same day.

Nan Meaney (279 department) has a sparkle on her finger as well as a sparkle in her eyes. Maybe Bob Eadie has something to do with it!

Laverne Gilrairie (D.A. office) left on August 24th to marry Dick Guinan. A suitable presentation was made to Laverne by the department. Best wishes and good luck!

The D.A. office also lost another of its members in Adeline Williams, who left on August 9th to be married the following day. Mr. W. J. Thomson made the presentation of blankets on behalf of the department.

Mrs. Betty Johnson (D.A. office) left on August 10th to resume housekeeping. A presentation of a Duncan Fyfe end table was made by the department.

Sorry to hear that Eleanor McPherson (china) has left the store.

\* \* \*

## FOURTH FLOOR



Gwen Kennedy (millinery) is in the Misericordia Hospital convalescing after a recent appendix operation. Tough luck, Gwen. We miss you!

Oh boy! Another sparkler among those frothy hot confections. This time the lucky gal is Ann Mitchell, and her husband-to-be, Stan Hans.

A victim (?) of the big outdoors is Grace Lyons (241 office), who is holidaying at the beautiful but rugged Trail, B.C.

## Roses For 30th Anniversaryite!

Returning to the city on August 17th, after a short visit at the coast, Miss E. French (241 department) found a pleasant surprise awaiting her in the form of a beautiful bouquet of American Beauty roses, sent her by the staff of 241 department on the event of her 30th anniversary with the Company. Congratulations and best wishes, Miss French. It's a record of which to be proud!

Department 341: Mrs. A. Williams and her daughter, Paulette, spent their holidays in the Montreal metropolis. You should have heard the oh's and ah's from the junior edition.

Mrs. Elizabeth Snead is in a holiday mood at the coast.

Looking very well after her lengthy illness is Mrs. Grace Maddar, who recently paid a visit to the gals of 241 department.

Sorry to hear that Mrs. Mabel Kendrey (women's suits) is absent on account of illness.

Well, well, look who's had a birthday. Miss E. Cummings (women's suits) had a surprise birthday party thrown for her in the fitting room on August 20th. And guess what the present was—a lovely paring knife (to cut the cake, no doubt)! All kidding aside, Miss Cummings, many happy returns.

Mrs. C. Ross (women's sportswear) sailed for her native land, England, on July 20th. At a party held in her honour, the department presented her with a sterling silver compact.

\* \* \*

## SIXTH FLOOR



In honour of tall, blond Ethel Harford, bride-elect of August 24th, the statistical office held a breakfast in the grill room on August 10th. Guess what! Hubby-to-be is six feet three. My, but he's tall! Best of luck, Ethel and Ernie!

Aha! A new sparkler in the sales office. Marge McIvor is the happy owner.

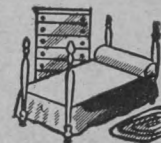
The expense office has lost one of its most charming girls in the person of Bessie Andrews, who has taken over a new job—keeping house for husband Jimmy. Best of luck, Bessie!

Have you seen Ken Smith recently? Chest has expanded 10 inches! Reason? Not he but his son is a blue-ribbon winner—the lad takes after his mother, no doubt.

\* \* \*

## SEVENTH FLOOR

## Auditors Hold Annual Outing



The general audit staff were out in full force for their annual sports event on Tuesday, August 13th. Although the weather dampened the bodies, it did not dampen the spirits of this hardy group. Mr. I. Dickson's "Terrors" won the baseball game for the first time since these gatherings have been held. The opposing team, under Mr. T. M. Elliott (supervisor), contended that it was all due to the wet weather. Between cloudbursts, the tug-of-war was held, under captains Verne Bellamy and Nancy Kelly. With much grunting and groaning, Nancy Kelly's team managed by sheer woman power to pull their gasping opponents over the line.

It was mudders' weather, and the successful ones in the ladies' race were: Helen Schram, Verne Bellamy and Marge Welbanks. In the men's race the mudders were: J. Scott, G. Knowles and J. Blythe.

After the sports were concluded, a wiener roast was held, and presentation of prizes was made at the conclusion of the "feastivities."

## Women Bowlers Will Be Glad!

You gals of the Five-Pin Bowling League will be glad to know that at long last regulation bowling oxfords are available. You'll find them again in the women's shoe department. Black suede or pliable kid leather.





Verne Bellamy

Verne Bellamy (general audit) left Saturday, August 17th, to marry Mr. Stan Jenns, of Vancouver, on August 29th. As a token of their esteem, the department presented Verne with a lovely mirror. A number of friends in the store entertained at a breakfast during the week-end of August 17th, when the guest of honour was presented with blankets.

\* \* \*

#### EIGHTH FLOOR

##### Bon Voyage!

By all reports received from "old-country" bound Eatonians, the Aquitania, sailing on September 7th, will see a lot of familiar faces. And all excited,



*Seen and heard  
in the*  
**MAIL ORDER**



By W. Simpson, "Pat" Buckley and  
R. Einarsen



We wish to congratulate the following on their completion of 35 years' service with 122 department: Mr. Arthur Payne, August 1st; Mr. Clifford Cook, August 28th; Mr. J. De Montigny, August 24th (shipping floor). Also Mr. James Anderson,

who celebrated 30 years' service July 27th. Total 135 years in all.

On Saturday, August 10th, we said au revoir to Mr. E. Bolster, who retired after 34 years of service, all in 122 department. We understand Ernie has left for Chicago to attend the wedding of his niece, but is coming back to Winnipeg to retire to his lovely cottage at Winnipeg Beach. It is the sincere wish of all in 122 that he will be spared for many years to enjoy his well-earned rest, and hope to see him throwing up the curling rocks at Fort Rouge this winter.

Department 1024: Mr. Shaw and his staff of girls are eagerly awaiting the return of Miss Elizabeth Shaw, who suffered the misfortune of

too, over the prospect of seeing her old home in familiar North Wales, is Miss M. Davies, of the tailoring shop. Miss Davies has been with Eaton's for 17 years, and is returning to her native country due to ill health. She will make her home with a sister in Flintshire County. So here's our very best wishes for you, Miss Davies, and a very "bon voyage!"

At home recuperating from a recent operation is Peggy McLeod (telephones). We're hoping to see you soon, Peggy. Hurry and get well!

"I didn't know whether I was comin' or goin'," smilingly stated Mrs. Kendall (telephones). On her way home from the coast, she went sound asleep after her train pulled out of Vancouver, and when she awoke the next morning, lo and behold she saw the familiar panorama of Vancouver again. Due to a mountain slide in the Yoho Valley, the train had to be backed up all the way to the city, and Mrs. Kendall wasn't seeing "things," as she first supposed.

Back from her holidays, with a lovely sparkler, too, is Marion Douglas (telephones). Best wishes for the future, Marion.

Mae Sargent (telephones) has left the store for another position. Best of luck in your new field, Mae!

breaking her arm about one month ago.

Department 176: The research bureau will be saying a reluctant "good bye" to Mr. Donald Jackson at the end of this month. Don, who has been in the chemical division of the bureau, is planning on continuing his studies in analytical chemistry at the University of Toronto. An excellent chemist with a keen sense of observation and a sound judgment, Don has served as a valuable member of this department for about one and a half years. We are indeed sorry to see him go, but are pleased to know that he is availing himself of more studies which will, no doubt, contribute to his future success in the scientific field.

Departments 113, 122: Elsie McKane is flashing a lovely diamond given her by Alfred Re Millard. Best wishes, kids!

Isabel Chmilar left on August 17th to become the bride of Carl Meier. Isabel was presented with a wooden trestle coffee table and Cory coffee brewer. Best wishes to the happy couple.

Congratulations to Eva Lunney, who celebrated her 25th anniversary on August 3rd.

## CONTACTS

By A. E. Holmes and T. J. Daniels

Department 1767: Miss D. Izon left recently to be married and live at Selkirk. Doris was presented with a beautiful floor lamp with best wishes for the future.

Mr. George Scott, formerly of our staff, is the father of a fine baby. Congratulations, George.

Mrs. A. Kemp (Audrey Thompson), paid us a visit recently. Audrey left about six years ago to live in Vancouver. We're always glad to see former fellow workers.

We were extremely sorry to hear of the passing of Miss F. LaFrance, who has been away for a considerable time, and our sympathy is extended to all the bereaved.

\* \* \*

By D. Hardiman, J. McNiven and M. Doolan

Harvey Robinson was welcomed back to department 61 on August 6th, after nearly six months in Deer Lodge Hospital. Here's hoping that the old foot will be all right now.

On July 15th the stork dropped a little bundle of joy by the name of Raymond Douglas on the door step of Mr. and Mrs. Harvey Robinson.

What former wren from 61 brings what former sailor to work and home again every night?

Department 60: Stan Houston has left us to take up a position with added responsibility in the mail order sales room. Best of luck to you, Stan, in this new undertaking.

As this is written, Jen Rowluk is ill in Grace Hospital. Here's wishing you a speedy recovery, Jen!

\* \* \*

By E. Sim

Glad to hear that Elsie Meder and Ruby Gibb (36 department) are convalescing after recent illnesses.

Our sincere sympathy to Miss Florence Rogers, of department 36, on the death of her beloved mother, who passed away on August 9th.

Word comes all the way from Miami, Florida, that Miss Elizabeth Sim is having a grand time on her vacation there, and is finding the sunny south as lovely as the travel folder illustrations.

\* \* \*

Department 41: Sigrid Beale and Mary West are holidaying at Banff Springs. The department has received some picture cards showing the rugged scenery and mountain men. They say that these particular types are not bad at all, "very friendly."

Kay Vincent has announced her engagement to Mr. Charles Rushworth. They will be married in the very near future.

Emily Helgason is looking very fit after a holiday at Riverton.

Thirty



Departments 1766, 1766A: In a letter to Mr. G. Bradley on July 19th, Mr. Fred Clarke, a former member of our staff, writes that he is well and comfortably settled in a home of his own at Gaston, Oregon. Mr. Clarke thinks that Oregon is hard to beat, but has many happy memories of Winnipeg and associations in 1766.

Wedding bells rang merrily on July 27th for Earle Merrifield, whose marriage to Miss D. Arnott took place at St. Stephen's-Broadway Church. On behalf of the watch and repairs departments, Mr. R. Robertson made a presentation to Earle and best wishes were extended.

Our sincere sympathy goes out to Jack Piniger, whose brother was drowned on July 14th.

It's a girl! Congratulations to Stan Olson, who became a proud father of a daughter on Friday, August 9th.

Jim Black is ill at present, but we hear he'll be back on the job soon.

Mary Fortescue is leaving this week-end for Edmonton. Wonder what the attraction is there?

\* \* \*

By D. Balsdon and R. Soutter

Departments 159, 167, 173: Two lucky gals with sparklers on their fingers are Doreen Neuert and Vivian McKnight. Best wishes, kids!

Still on the sick list are Olga Nyberg and Joe Sigurdson. We hope it won't be long before you are back.

By M. Ewing

Department 139 recently welcomed newly married Jack Meyers, just back from honeymoon trip. Jack's looking well and seems full of the old vim, vigour and vitality. Best of luck, Jack.

By Miss D. Slack

Department 161: Ann Firman is displaying a lovely diamond on the correct finger. The fortunate man is Michael Zubricki. We wish you both every happiness.

\* \* \*

By H. Price, D. Dee and M. Robson

Departments 22, 24: Betty Humpage has a new theme song these days, "something new has been added." This is none other than a lovely diamond ring. Just how long it will be before the other ring slips on, Betty just isn't saying.

Department 28: We are glad to report Mr. J. Donnelly (men's furnishings), is back with us again after an illness of several weeks.

Miss May Kirby was married on August 1st to Mr. Raymond Fredstrom, of Duluth, Minn.

Wedding bells rang again for department 15. This time it's Doris Anderson who has taken the big step. The lucky man is George Craig, of Ottawa, Ont. Prior to her leaving on July 4th, Doris was presented with a pretty bed-throw from her co-workers. Best of luck, Doris!

Geraldine Reamer, of department 17, left on August 2nd to be married the following day to Mr. Wm. Picken. "Gerry" received an electric iron, a linen tablecloth and china tea set from her well-wishing associates.



Mary Daman and Ann Firman (pictured at right), spending their holidays in the east, dropped in on the Eaton camp for girls situated on Shadow Lake. The girls were delighted by the camp and had a wonderful time meeting Toronto Eatonians, who happily take advantage of this marvellous place where all sorts of activities flourish—from swimming to golf, as depicted in the attractive folder which the girls brought back with them.

## NOTES FROM THE BOX FACTORY

By A. J. C.

Our genial manager, Mr. H. V. Clarke, is spending his vacation touring through Western United States and Canada, and reports from Neskowin Point, Oregon, that the party is having a wonderful trip—"no flats so far."

### A Wedding For Fern Rogers

Another of our girls has been "bitten by the matrimonial bug." This time it is none other than Fern Rogers. Fern left Saturday, August 24th, and was married one week later to Mr. Jimmy Reeves, of Plumas, Man. A kitchen shower was held in her honour at the home of Mrs. Holland, on August 15th. Best of luck and happy sailing, Fern!

## PRINTING PLANT PATTY

By M. Hoffman



Some of the gals trooped over to St. Boniface Hospital the other day to see how our friend Dave Irons was coming along. Due, we expect, to his attractive female visitors, Dave was reported to be in fine spirits. Charlie Peters also was found occupying the visitor's seat in Dave's hospital room.

We are sorry to lose Margaret McBeth, who left us owing to ill-health. Before leaving, she was presented with a white chenille bedspread from the department staff.

## THROUGH THE MAILS FROM BRANDON

By F. D. Pilcher

There's word from our hardware department that Harold Dennies will say "I do" on Wednesday, August 28th. Harold tells us that when he was stationed at Shilo, before going overseas, he saw something nice in Brandon, and vowed he would return. That is just what happened, and today, on behalf of the entire staff, we wish Harold and Miss M. Sture, his bride-to-be, success and happiness in their new venture.

### True Happenings

Yesterday the office phone rang and a voice from afar said, "While I was shopping in your store, I combed my hair in the washroom and left a few bobby pins lying around. Would you kindly gather them up and send them to me by mail?" This request was taken care of, and the lady received her bobby pins. At least we hope they were hers!



Small lake near camp. Right—Mary and Ann at entrance to camp. Lower—On the way to the diner.

### And the Bus Horns Blew at Midnight!

It takes more than high temperatures and hot winds to dampen the enthusiasm of our Brandon gang when there is a half holiday at hand. So on Wednesday, July 31st, with the thermometer registering between 95 and 98 degrees, two large bus loads, with lunches and all, headed for Souris.

Golfing was the main event of the day, with our jovial hardware manager, Johnny Sutherland, winning the hard-luck prize for losing four golf balls and one mitt. Neil Merritt won the low score prize with 79 strokes. Other prizes were evenly divided among the departments, with each lady winning a golf ball.

Swimming was another very popular pastime at the Souris outing. Nearly everyone making the trip had at least one dip, and several of the gang were content to spend most of the day in the water.

At six o'clock, the entire crowd gathered at the club house, where lunch was really enjoyed. Later on everyone attended the dance in the park, and as the "bus horns blew at midnight," another grand outing was brought to a close.

## Calgary Eatonians Take Commercial "B" Fastball Title

### Manning Egleston Goes Down 10-6 in Final

"S. Carter and O'Grady led The T. Eaton Company (Calgary) team to the Commercial 'B' fastball championship Saturday evening, August 10th, hammering out home runs that brought a 10-6 victory over Manning Egleston at Mewata Park.

"The game was called at the end of the sixth when rain interfered with play.

### To Receive Shields

"The Eaton Club and Electrics, 'A' division champs, will receive shields at the benefit game between the Umpire and an all-star team from the Commercial League on Saturday, August 10th.

"Carter pounded out a long home run with two men on bases, and O'Grady got two circuit drives for the winners. Rogers got a home run for the losers."—Calgary "Herald."



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## CONTACTS



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City Advertising

## Model Meet Tops All Records

**Thousands Attend Eaton Model Aircraft Contest—F/L Bill McKenzie,  
Jet Hero, is Guest of Honour**

(Pictures on Outside Back Cover)

"I shot an arrow into the air,  
It fell to earth, I know not where."

Longfellow's familiar lines were recalled as model aeroplanes built by air-minded young Winnipeggers zoomed into cold grey skies to compete in the annual Eaton Model Aircraft Contest held on the outskirts of the city on Saturday afternoon, August 10th. Especially when one brave little gas-powered ship, built by a young army veteran, climbed into the ether and was lost to sight after no less than 11 minutes and 31 seconds of flight!

Discontinued during the war years, the contest's revival was greeted with great enthusiasm by a crowd totalling at its peak some 5,000 fans. Despite raw winds that searched out the onlookers, air currents, in the morning at least, were almost ideal and officials were very happy about the whole thing. "It's the best model meet we've had yet," they declared.

Models ranged in size from 6 feet to 25 inches (wing spread), and there were powered gasoline engines, others of rubber-band power—even one miniature jet engine. However, misfortune dogged the jet, which, sad to say, as it took off burst into flames.

The presence of F/L Bill McKenzie added keen interest to the meet, especially when our local jet hero consented to present the prizes.

The grand championship was won by Frank Woodmass, a 20-year-old army veteran, with three firsts and a second prize, to be followed by the longest gas-powered flight of the day of 11 minutes and 31 seconds.

Representing the Company and a keen observer of the meet was Mr. G. M. Eaton, director, who is chairman of the Manitoba Branch of the Air Cadet League and member of the Dominion executive.

The splendid success of the show was due largely to the efforts of the hard-working committee which comprised: Messrs. Ross Screaton, chairman; R. E. Stewart, A. McLellan and Walter Fogg. Also assisting as timers and announcer were Messrs. Len Swallow, Elmer Freeman and Tom Miller.

\* \* \*

### About the Pictures on Outside Back Cover

Top row at right shows F/L Bill McKenzie (jet plane crash survivor) at right, chatting with Mr. and Mrs. G. M. Eaton.

Second row at left—A later picture of F/L McKenzie in uniform besieged by autograph fans.

Third row, centre—Grand champion Frank Woodmass is presented with his awards by F/L McKenzie.

## In Memoriam

---

**Mr. Charles Langford**, brother of Miss Molly Langford (wages office), was the victim of a tragic drowning accident at Winnipeg Beach, August 20th. Mr. Langford, who taught school prior to enlistment in the Army Service Corps and later transferred to Army Educational Services, served in the Italian campaign. He returned to Winnipeg in March, 1945.

Mr. Langford was holidaying at Winnipeg Beach, after completing a summer school course at the University of Alberta at Edmonton.

Our very sincere sympathy goes out to the surviving family and relatives.

\* \* \* \*

Our very sincere sympathy goes out to **Mrs. S. Voce**, of St. Lambert, Quebec (formerly Laura Blanchard, first assistant, millinery department), in the death of her husband, Mr. Sam Voce, who recently passed away in Montreal. Mr. Voce occupied the position of manager with the Canada Cotton Thread Company.

\* \* \* \*

We deeply regret to report that **Mrs. Caroline Smith**, wife of Mr. Neville Smith, first assistant, mail order advertising, was laid to rest on August 16th. Surviving are Mr. Smith, his daughter, Donna, and son, Robert, to whom is extended our heartfelt sympathy.

\* \* \* \*

Our heartfelt sympathy goes to **Jeff Yelland** (215 department) and to **Gordon Yelland** (100 department) in the loss of their beloved father on August 21st.

—●—

**We extend deepest sympathy to the following Eatonians who have recently lost someone dear to them:**

**In the Loss of a Father**

MISS D. DORMAN, 274WR  
MISS W. NASH, 104  
MISS B. NASH, 9  
MISS A. MELNYK, 1745  
MISS M. MACDONALD, 926  
MISS P. IRWIN, 161  
MRS. B. AMBROSE, 300A  
MRS. N. BENNETT, 203  
MR. J. W. MOSS, 261

**In the Loss of a Mother**

MISS F. ROGERS, 36  
MISS M. WRIGHT, 156  
MISS D. SMITH, 100  
MISS M. DAVIES, 119

**In the Loss of a Sister**

MISS F. GATES, 116  
MISS A. LA FRANCE, 253

**In the Loss of a  
Brother**

MR. C. KELLY, 901  
MISS E. LOADER, 147  
MR. J. MOREAU, 132A  
MRS. STOCKDALE, 1745

**In the Loss of Her  
Husband**

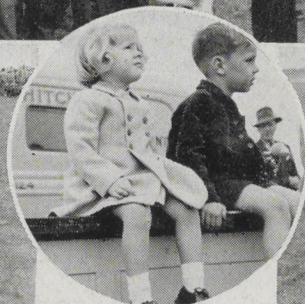
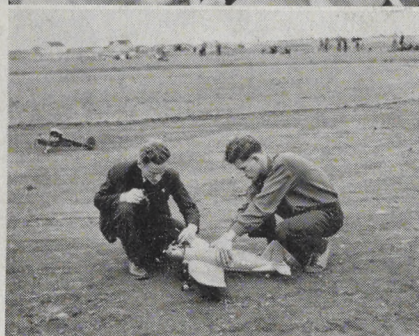
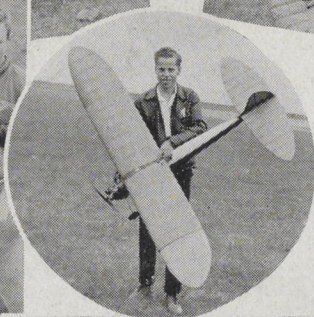
MRS. BRADSHAW, 300H



# AIRMEN OF THE FUTURE

Thousands Attend Eaton's Air Model Contest

(For further details please see page thirty-two)



**T. EATON CO.**  
WINNIPEG LIMITED  
CANADA